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THE NATIONAL NEWSPAPER OF MARKETING

Mills Hits FTC's Enforcement by 'Happenstance'

Outgoing Commissioner's Swan Song Is Critical of Planning, Priority Setup

WASHINGTON, March 3—A departing member of the Federal Trade Commission charged today that the commission is still failing to channel its energies into the places where they will do the most good.

One reason for this, according to Edward K. Mills, who resigned today after serving on the commission for four months, is that FTC has no top planning unit. Another reason is that the commission has been intent on piling up statistics to create the impression that it is doing an effective job.

Mr. Mills put his views in writing as a legacy for the group which will be controlling FTC in the future. A Republican, he had been designated by former President

(*Continued on Page 93*)

Mead Johnson's Nutrament to Bow in April Drive

EVANSVILLE, IND., March 3—Mead Johnson & Co. will announce a new liquid meal in a tin, Nutrament, early next week. It is not a dietary product, but a quick, nourishing meal for those who are too much on the run even for a sandwich.

Nutrament advertising will break next month and will include Sunday supplements in New York, Pittsburgh and other northeastern and central markets. It also will be available in British Columbia through Mead Johnson of Canada.

The Edward Dalton Co. division will market Nutrament in the U.S., and Kenyon & Eckhardt, the Metrecal agency, also will handle Nutrament. Initial ad budget is expected to be considerably less than the multi-million dollar program currently under way for Metrecal.

With the launching of Nutrament, Mead Johnson will return to the nutritional field on which its business was founded and built, before Metrecal became a household word across the country.

Meanwhile on the West Coast, Foremost Dairies, San Francisco, this week introduced Forti-Cal Diet Salad, described as a complete 300-calorie meal in a package.

The product, a blended cottage cheese and gelatin eaten cold with a fork, retails at 59¢ for a 12-oz. package.

It is being marketed in the Foremost fresh milk outlets, and is being promoted in relation to the Forti-Cal liquid diet. Advertising will be in newspapers in the Foremost marketing area, with some couponing in the ads. Batten, Barton, Durstine & Osborn is the Foremost agency. ≠

Check Performance of Broadcasters via Audits, ANA Urges

NEW YORK, March 3—The Assn. of National Advertisers has reminded its members that it is not an accepted accounting practice to rely on the seller's word generally for verification of his own performance and has suggested that advertisers use Broadcast Advertisers Reports monitoring as a check on tv advertising.

Though the mere issuance of the report and the growth of the BAR service would seem to indicate a lack of faith in reliance on station affidavits and network certificates of performance, the ANA said this report was not intended to impugn anybody's integrity.

Prepared by Joseph Barra, senior accountant with Lever Bros., the report suggests how BAR's monitoring service, which is available regularly for 75 markets, can be used to help verify proof-of-performance affidavits.

ANA decided to tackle this problem because (1) tv now takes the major share of the budget of many national advertisers and (2) dramatic shifts in media magnify the need for constant reappraisal of expenditure controls.

■ The background of the problem was set forth in Mr. Barra's report as follows:

"Television advertising . . . has not lent itself to such simple verification [as other expenditures]. A television commercial message is often transmitted in a relatively limited area, is repeated many times at diverse intervals, and in most cases under circumstances

(*Continued on Page 93*)

Safeway Retail Units Will Plan Own In-Store Ads

(*See earlier story on Page 44*)

OAKLAND, CAL., March 2—Agencies and printing companies across the country are watching an experiment launched by Safeway Stores, giant retail grocery chain headquartered here.

The experiment, in essence, consists of broadening the already rather wide areas of autonomy enjoyed by the chain's 25 retail divisions to include divisional responsibility for producing and using (or not using) in-store display materials for point of sale promotion of Safeway brand items.

The test program, launched by a memorandum from William Mitchell, Safeway vp in charge of supply operations, to the company's six supply divisions, touched off a wave of rumors that Safeway had "lost faith in advertising," "stopped all of its advertising" and had "dropped all of its ad agencies."

■ The facts are, according to Safeway executives, that Mr. Mitchell's memorandum has nothing to do with Safeway's central advertising budget or the company's advertising generally, but re-

(*Continued on Page 93*)

NEW MIRACLE PATENT
comes to NEW YORK
After 8 Years of Research . . . New And Patented Processes
Help Conquer Flavor Loss In Orange Juice!
New! fresh-frozen
MINUTE MAID
New Miracle-Patent Squeezing-Freezing Process Seals In Vital Flavor!
New! Dairy Pure
MINUTE MAID
Patented Flavor Lock Carton Protects The Fresh Orange Taste!
Try New MINUTE MAID both ways!

DEBUT—*Minute Maid is using two-color and b&w ads like this to introduce its new products in the New York market.*

Minute Maid to Put $1,000,000 in New Product Push

Dailies, Radio-TV Scheduled for Miracle, Dairy-Pure Orange Juices

NEW YORK, March 2—Minute Maid Co. expects to spend $1,000,000 in this market to introduce two products—a fresh-frozen orange juice already on sale in about 50% of the country, and a brand new fresh juice in a wax-free quart carton.

A newspaper, radio and television campaign will break April 3 and run through the end of the year. Nearly 150 ads are scheduled for about two dozen New York area newspapers, according to Howard G. Dick, vp of sales and marketing. Included are four-color pages, 1,750-line two-color ads and 1,000-line b&w ads.

Ted Bates & Co. is the Minute

(*Continued on Page 93*)

Mobil's $6,000,000 Account Goes to Bates

Reeves' Unpublished Book Brings Agency Unexpected Dividend

NEW YORK, March 1—Ted Bates & Co. has been named to handle advertising for Mobil Oil Co., beginning July 1, succeeding Compton Advertising on the account.

• The agency business is like this: A guy brings an account with him—and opposite of what you suppose (to quote a famous *New Yorker* promotion line)—the business stays with your shop so long it begins to look like a permanent fixture.

• The agency business is also like this: An account stays on your list for 18 years, and you come to work one Monday and discover that—without so much as a beg-your-pardon—the business has irrevocably moved to another shop.

• The agency business, again, is like this: Accounts of all sizes are lassoed for you by high-price "new business departments"; or they come as a more or less just reward for working like hell on a presentation that costs more than you care to contemplate—and which would get you, sure-as-God-made-little-apples, in dutch with the Four A's; or, saints-be-praised, you get 'em practically for free, over the transom.

■ Ted Bates & Co. got Mobil via the latter route this week. Maybe not altogether for free. In possibly an unprecedented instance, Bates won the $6,000,000 business with a book. A book by Rosser Reeves, agency chairman, realistically titled "Reality in Advertising." A volume that cost $1,000,000 to write. In a preface, Mr. Reeves said, "We spent that much of our clients' money, and made many mistakes, to isolate [the] principles" the book sets forth.

The book—which may or may not rival "War & Peace" as a piece of writing, and which is to be published this month by Knopf—has been floating around Madison Ave. in "confidential" manuscript form for months. One of these copies fell into the hands of J. D. Elgin, advertising manager of Mobil.

"The book," said Mr. Elgin today, "was the genesis of our interest in Bates. I was influenced by the advertising philosophy ex-

(*Continued on Page 12*)

Net TV Billing Up 9% in '60; Spot Up 8%, TvB Says

Combined Gross Sales of Twin Media Neared $1.3 Billion, Reports Show

(*See tables on Page 50*)

NEW YORK, March 2—Both network and spot television scored healthy gains in gross time billings in 1960, according to figures released this week by Television Bureau of Advertising.

Network tv billings climbed nearly 9%, for a total three-network take of $682,317,069, as reported by Leading National Advertisers and Broadcast Advertisers Reports. All three networks and all times of day shared the gains. The largest percentage strides were made by ABC, but at year's end NBC was challenging CBS for leadership on the monthly figures.

Spot tv billings for the year, as estimated by N. C. Rorabaugh Co., were up nearly 8% over the 1959 spending level, for a total of $616,701,000.

■ Some $163,060,000 of the total came from fourth quarter spending. This quarterly spot report shows three new names joining the top 100 users for the first time: Corning Glass Works, Ideal Toy Corp. and J. Nelson Prewitt Inc.

Most surprising newcomer on the list is Prewitt, a Rochester company, which is using tv to push Matey bubble bath for kids. Hanford & Greenfield division of Hutchins Advertising Co. is the agency (*see story on Page 2*).

■ There were about 25 companies in the '60 fourth quarter top 100 list which were not in the top 100 list for the fourth quarter of 1959.

It comes as no news that P&G led the fourth quarter spot list, with expenditures of nearly $12,000,000—more than twice as much as that of the second placer, General Foods. Among the advertisers whose pace slackened somewhat were Bristol-Myers, American Home Products Corp., International Latex Corp., Sterling Drug, and, most noticeably, Lestoil Products. Companies giving their spot tv budgets a year-end boost were Gillette Co., and Food Manufacturers Inc., among others. ≠

Last Minute News Flashes

Xerox Again Seeks Agency; DDB Finds 'Conflict'

NEW YORK, March 3—Doyle Dane Bernbach dropped the Haloid Xerox office copier account 24 hours after getting it, due to an "account conflict" which neither would name. Haloid awarded the $500,000-plus account to DDB Jan. 31 (AA, Feb. 6). Other sources said the conflict was Polaroid Corp., a DDB client reportedly eyeing the photo copier market. Hutchins Advertising Co., Rochester, still handles all of Haloid, which is now considering six "sizable and non-conflicting" agencies here via screenings and questionnaires.

Metropolitan Shifts Indicate Self-Rep Move

NEW YORK, March 3—There are signs that Metropolitan Broadcasting Corp. may be the next station group to follow the Westinghouse-Storer pattern of self-representation. First step in that direction was taken this week with the naming of H. D. (Bud) Neuwirth, WIP, Philadelphia, as vp and director of radio sales. Metropolitan denied that John E. McCardle, of WTTG, Washington, will be named head of national tv sales. Five representatives share the Metropolitan business

York Talks with 14 Agencies

YORK, PA., March 3—The York division of Borg-Warner Corp. has been closely examining the cost of doing business with its Chicago agency, Keyes, Madden & Jones, and has interviewed some 14 agencies nearer to York in the past 12 months. York ad executives are expected to make a recommendation to management in the next two weeks. The account bills about $1,000,000.

(*Additional News Flashes on Page 93*)

JWT, K&E Will Handle Smaller Ford, Mercury

DETROIT, March 3—J. Walter Thompson Co. and Kenyon & Eckhardt will handle advertising for two new Ford Motor Co. passenger cars due for fall introduction. JWT will get the car known now as Canadian X, and K&E will have ads for the Canadian Y.

The two cars carried the Canadian code names through the design and tooling stages, but when they make their appearance in late September or early October, the X car will take the place of the current Ford Fairlane and the Y will become the Mercury Meteor. The new cars are some 12" shorter than the models they replace.

Thompson also is expected to get the Cardinal account when that four-passenger "compact compact" is ready for introduction, reportedly some time in 1962.

Neither the company nor the agencies had anything to say on the report of the advertising assignments.

■ The X car, or Fairlane, will have a wheelbase of 115.5" and over-all length of approximately 197". The Mercury version will have a 116.5" wheelbase with over-all length of 204". Like the current Fairlane and Meteor, they will share the same body shell.

The two cars will have six-cylinder engines standard, with a new V-8 optional. They will have interior and exterior styling differences and their separate identities will be further underscored by different engine and transmission options.

Ford is planning an initial production of 12,000 X cars and 3,500 Y cars weekly.

The Cardinal, when it appears, will have a 99.5" wheelbase. The "pony back"—V-4 engine, transmission and drive axle—will be front-mounted. The power unit will be manufactured in Cologne, Germany, and the vehicle will be assembled in Germany and the U.S.

■ According to one Detroit schedule, the car will go into production in July, 1962, with public introduction the following October. This could be moved up a few months, but introduction this year is highly unlikely.

A recent published report said there will be three Cardinals, one each for England, Germany and the U. S. Actually, there will be one basic Cardinal, with minor variations between the U. S. Cardinal A and German-built Cardinal B. For tax reasons, the Cardinal B will have a lower cubic inch displacement than its American sister.

Confusion no doubt came from the forthcoming Ford of England Anglia 109E, a four-passenger vehicle due next fall. This car, to be built only in England, is not related to the Cardinal. #

Harris Plans New Committee to Watch Regulatory Agencies

WASHINGTON, March 2—Rep Oren Harris (D., Ark.), chairman of the House committee on interstate and foreign commerce, promised today that a new subcommittee will be established to keep an eye on the federal regulatory agencies.

The new subcommittee will be a successor to the committee on legislative oversight, which exposed rigged tv quiz shows and radio-tv payola, under the chairmanship of Rep. Harris. #

Manuel Offers Tips on Beating Media's 'Galloping Inflation'

TOLEDO, March 1—There is no pat solution to the problem of "galloping inflation in media," according to Kenneth G. Manuel, president of D. P. Brother & Co. But there are ways in which both agency and advertiser can get more effective use of the advertising dollar, he said.

Kenneth G. Manuel

Mr. Manuel outlined some of his suggestions for fighting inflation before the Toledo Advertising Club. The high cost of advertising, he said, results from severe competition among advertisers for available space and time. Ad costs are running 25% higher than five years ago.

Mr. Manuel cited these examples of rate increases since 1956: national tv spots, 48%; daily newspapers, 18%; consumer magazines, 40%; business publications, 28%; spot radio 6%.

Mr. Manuel offered these suggestions for reaching a more effective use of ad money:

• Advertisers should be certain they have the best possible ad and merchandising programs.

• Agencies should take another look at their research, merchandising, production and media practices and achieve better, less costly alternatives for the advertiser. Increased importance should be placed on creative selling.

Celebrities and the "big production" offer tremendous selling power, Mr. Manuel explained, but in many cases the budget will recommend use of anonymous talent at scale rates.

• A reappraisal of magazine and television costs, Mr. Manuel said, can help the small and medium advertiser determine if he should remain in national media. Magazine circulation has gone up only 17% in the past five years, he explained, while ad rates have climbed 40%. #

Storz Sets Move to Miami

Storz Broadcasting will move its home office from Omaha, Neb., to 767 41st St., Miami Beach, Fla., some time this summer.

A lifetime of pleasure starts right here . . .

CONN ORGAN

RETURN—*Conn Organ, Elkhart, which used consumer magazines for the first time last November, will launch its spring drive with this four-color ad in the March 18 Saturday Evening Post. B&w ads will follow in other magazines. Batten, Barton, Durstine & Osborn is the agency.*

Court Backs FCC; Nets Can't Sell Spots for Affiliates

WASHINGTON, March 2—The U.S. court of appeals here today made short work of efforts by NBC and four affiliated stations to overthrow a Federal Communications Commission rule which prevents the network from selling spot time for its affiliates (AA, Oct. 24).

The rule, which is supposed to become effective Dec. 31, 1961, was one of the decisions stemming from the commission's investigation of network practices. Under the FCC decision, networks can continue selling spot time for their owned and operated stations, but will be foreclosed from representing other stations.

In a terse decision, the court noted that FCC found that there was possible restraint of trade if networks were in the dual role of representing affiliates in the sale of both spot and network time. It said it could not find that FCC's view was unjustified.

■ The court also rejected the contention that the FCC rule was too drastic. Noting that FCC found that the alternatives proposed by NBC would involve too much day-to-day supervision, the court said the commission has enough grounds for the decision.

NBC currently represents six non-owned affiliates for spot sales. CBS also has a spot sales organization, but has not opposed the FCC decision. #

Moms, Take Notice: Prewitt Markets Non-Scrub Soap

ROCHESTER, N. Y., March 1—Life gets easier every day. Now mom can deposit junior in a bathtub full of bubbles and have him spanking clean in 15 minutes without any scrubbing. And there's no bathrub ring.

The latest offer to make mom's lot an easier one is being made by J. Nelson Prewitt Inc. for its Matey "bubbling bathtime powder." The company, which was established less than a year and a half ago to market the new product, has been investing heavily in spot tv. It spent $405,500 in the medium in the last quarter of 1960 to become the 89th largest spot tv spender.

The Matey bath preparation is an automatic cleansing powder which is packaged in a 12 oz. box carrying a suggested list price of 69¢. It is sold in the soap departments of supermarkets and grocery stores. Matey is not completely national yet, but has spotty distribution throughout the country.

■ Tv copy for Matey stresses the benefits to mother, telling her how her children can get clean by simply playing in their Matey bubble-filled bath for 10 or 15 minutes. Normal dirt disappears without any scrubbing and tough stains demand only gentle rubbing, the copy states. Anyone can use Matey, it adds.

Prewitt has used other media, and started a minute weekly participation in NBC-TV's "Shari Lewis Show" Feb. 4. The bulk of its money, however, has gone to spot tv. Primarily minute tv filmed spots are used, plus a few 20- and 10-second announcements. The Hanford & Greenfield division of Hutchins Advertising Co., Rochester, is the agency. #

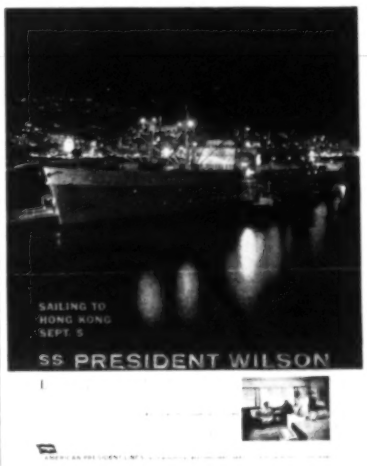
President Lines Sets $1,000,000 Print Campaign

SAN FRANCISCO, March 1—American President Lines has set a $1,000,000-plus budget for 1961 to promote its Orient passenger business.

Four-color insertions are scheduled in *Atlantic, Harper's, Holiday, Los Angeles Times* magazine section, *National Geographic Magazine, New York Times Magazine, The New Yorker, Reader's Digest, Realites, Saturday Review, Sunset Magazine, Town & Country* and *Vogue*.

Canadian Homes will also be used.

The ads will be an adaptation of the company's 1960 campaign, which won a first award in the annual competition of the Advertising Assn. of the West. With dominant color photos of President liners in exotic Pacific ports, the ads will continue to exploit the



lure of the sea, according to Johnson & Lewis Advertising, the agency.

Eastbound passenger business will also be promoted more heavily this year, with ads set for *Newsweek's* Pacific edition and *Time's* Asian edition, as well as important local media throughout the Orient.

■ The company said the campaign will also include newspaper advertising and special ads aimed at "economy-minded" travelers. Shipping media will be used for a separate freight service campaign.

The budget includes special promotional funds for the President Roosevelt, new liner which is scheduled to go into service late this year. #

Trans-World Adds 'Power Drive' Book

CLEVELAND, March 1—Trans-World Publishing Co., publisher of *Global Technology*, a monthly which will be launched in April, has purchased *Power Drive Engineering*, a bi-monthly published by Power Drive Engineering Co., Cleveland.

Joseph C. Salette Jr., president of Trans-World, becomes general manager of *Power Drive Engineering*. Mr. Salette resigned as general manager of *Power Transmission Design*, published by Industrial Publishing Corp., Cleveland, in December to form Trans-World. Berne Keough, who founded *Power Drive Engineering*, retains the title of publisher and concurrently becomes West Coast manager of Trans-World, headquartering in Los Angeles.

Ross Taylor, formerly Cleveland sales representative of *Power Transmission Design*, has been named sales manager of *Power Drive Engineering*. #

Highlights of This Week's Issue

Fels & Co. widens distribution of its Fels all-purpose cleaner on a regional basis and expects to have national distribution virtually completed this year. ..... **Page 4**

George F. Frey, senior account executive of Lionel D. Edie & Co., predicts agency media researchers and clients are in for some revolutionary skirmishes on the New Frontier. ..... **Page 18**

American Dairy Assn. offers consumers a four-piece plastic Lazy Susan set for $2 with proof of purchase of any brand of cottage cheese, in an effort to increase sales of cottage cheese. **Page 20**

Richard Lindholm, University of Oregon school of business administration, says legislation is certain to come to the advertising industry and admen would do well to work with legislators for laws that will provide regulation satisfactory to all. ..... **Page 27**

Vickers Petroleum Co. will launch its "Increase your gas mileage—or Vickers fills your gas tank free" campaign in April. ..... **Page 30**

Australian Assn. of National Advertisers forms a three-man select committee to undertake the controversial survey of what minimum standards an advertiser should expect from his agency. ..... **Page 36**

Edwin B. Stern Agency survey predicts that the combined copy staffs of 216 major New York agencies, currently employing 2,600 copywriters, supervisors and creative vps, will increase by 9.5% in the first half of 1961. **Page 38**

Safeway Stores Inc. cancels an estimated $2,000,000 worth of orders for in-store display materials for promotion of Safeway brand products in a decentralization move. ..... **Page 44**

Dodge division of Chrysler Corp. distributes a 12-page tabloid "newspaper" comparing all 11 American built pickup trucks. ..... **Page 46**

Federal Trade Commission issues a three-point order to curb newspaper ads by Northwest Schools and Soma Advertising. ..... **Page 54**

Friden Inc. sets new push in magazines and business papers to illustrate "How Friden lays the foundation for practical office automation." ..... **Page 58**

Mark Abrams, research director of London Press Exchange, says Britain's teen-age market (5,000,000 young unmarried people between 15 and 25) constitute 10% of the country's population and account for only a little more than 5% of total consumer expenditures, but nevertheless is an important market. ..... **Page 69**

Don D. Dilworth, director of advertising, Deere & Co., lists a ten-point credo that advertisers expect media salesmen to live up to. ..... **Page 75**

Henry Swirner, midwest director of Fairchild Publications, proposes that the Post Office Department establish a second class air mail category for newspapers or "time value" mail. **Page 83**

Ruberoid Co. sets a $1,000,000 drive to introduce its mastic tile division's new Polymerite floor tile coast to coast. ..... **Page 84**

Robert LaFevre, editor of the Colorado Springs Gazette Telegraph, says admen are modern counterparts of Christopher Columbus, because they "discover the market." ..... **Page 86**

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Marketing 'Art' Will Break Up Log Jam: Peterson

Bell & Howell Exec Tells U. of Chicago Session More Selling to Be Direct

CHICAGO, March 1—Consumer marketing in the '60s was characterized as a log jam—a log jam of new products, a log jam of foreign competition, and a log jam of advertising—by Peter G. Peterson, exec vp of Bell & Howell Co.

"The pendulum will swing back toward marketing as an art rather than a science," and greater emphasis will be placed on the unique approach, he predicted.

"As total advertising dollars skyrocket, the greatest threat is that you won't be heard at all," he said.

Mr. Peterson appeared on a consumer marketing clinic panel at the ninth annual management conference sponsored by the graduate school of business and the executive program club of the University of Chicago.

To combat the increased competition, manufacturers will take several steps to bring themselves closer to the consumer, Mr. Peterson predicted.

■ He said they will make servicing of their products easier to obtain, and will sell "packages of services in which the product is only a part."

Manufacturers will also do more direct selling—via phone, house-to-house calls, and at manufacturers' shopping centers—he said.

There will also be more selective and segmented selling, to reach prime prospects, he said. "Don't confuse advertising exposure with impact," he advised.

He said Bell & Howell chose controversial public service shows for its tv vehicle "to make a deep impact on a small segment of the market."

Mr. Peterson warned, however, that the greatest advance in marketing in the present decade will be with new or greatly improved products. "Too many of us are engaged in 'share-of-market' thinking," he said, while these markets are dwindling in favor of new markets for new products.

■ Marvin C. Lunde, vp of national merchandising and advertising of Sears, Roebuck & Co., another panel member, said Sears owes part of its success to concentrating

(Continued on Page 101)

TAKE JUST A COLOR PICKIN' MINUTE
and NEW SPRED SATIN COLORS for spring decorating
The 100% Latex Wall Paint you can apply in minutes and enjoy for years
QUICK PAINTING!
QUICK DRYING!
QUICK CLEAN UP!
AND IT STAYS BEAUTIFUL!
SPRED

SPREAD FOR SPRED—*Glidden Paint, Cleveland, is using this four-color spread in the April Ladies' Home Journal to promote its Satin Spred line. The two pages appear astride a vertical half-page color guide insert, not shown, which women can tear out to use in planning decorative color schemes. Meldrum & Fewsmith is the agency.*

Rating-Centered Clients Bury Good Programs: Shapiro

DALLAS, Feb. 28—Program favorites that disappear are not sales failures but casualties of advertisers' desire to be No. 1 in their respective time periods.

Mike Shapiro, general manager of WFAA-TV and WFAA am and fm radio stations, offered this post mortem at an Alpha Delta Sigma meeting last week and deplored the resultant waste of good material.

■ "Ratings," "homes," "coverage," or "cost per 1,000"—this is the universal language of program cancelations, he said.

He challenged the broadcasters, agency men and clients in his audience to recall the last time a program was canceled because it did not sell the sponsor's product.

"A program televised nationally now has to capture the public's fancy in 13 weeks or it ends up in the ashcan," Mr. Shapiro said.

■ He noted changes in the industry picture, including senatorial pressure for an investigation of the rating services. Asserting that the tv industry has matured, Mr. Shapiro expressed satisfaction that now the trend is to place the responsibilities "where they should be."

Mr. Shapiro reminded both advertisers and creative people that "The days of ridiculous commercials are over" and that "It's easier to double the effectiveness of your commercials than it is to double the size of your audience." #

Lorillard Report Says TV Ads Are 'Most Effective'

NEW YORK, March 1—P. Lorillard Co.—maker of Old Gold, Newport, Kent and Spring cigarets—believes television "has proved itself the most effective sales medium yet developed."

This evaluation appears in the company's annual report, just issued. According to the report, tv "still gives no evidence of having reached anything like a saturation point; television continues to grow, both in number of viewers and hours of viewing.

"In 1960, 2,000,000 tv homes were added, making 46,000,000 in all, and average daily viewing reached an alltime high of six hours," the report added.

Emphasizing the extent of Lorillard's tv advertising, the report said, "Virtually throughout the year, the company presented an average of five daily tv shows each week—each different and each appealing to different tastes in the mass audience.

"This, too, is necessary, for the mass market is composed of a variety of age, social and cultural groups, each of which reacts to different appeals and stimuli.

■ "For Newport, for instance, we have a light situation show featuring a well-known movie star; for Old Gold spin filters, we present an audience-interview show emceed by a famous comedian; and for Kent, we have three shows—a western, an underwater adventure series, and a situation comedy—which deliver our Kent

(Continued on Page 8)

'Show,' Performing Arts Monthly, Set for September

Show, an "*Esquire*-size" monthly of the performing arts that will sell for $1 a copy to a "limited" audience, will make its debut in September. The publication is the latest in a series of arts-oriented ventures by Hartford Projects, New York, backed by A&P food stores heir Huntington Hartford. Magazine officials declined to pinpoint future circulation or advertising rates. One source said, however, that *Show* intends to peg its initial rate base at about $20 a thousand.

Show's management said it was going to "avoid the circulation numbers game," when queried as to whether *Show* would compete with *Playboy's* sister, *Show Business Illustrated*, set to bow in the fall (AA, Feb. 27). *Show* offices will be at 140 E. 57th St., New York.

NBC Color Battle Seen Rewarded in Kodak Buy

Times, Shows, Sponsors Jiggle as Lineups Are Hammered Out for Fall

NEW YORK, March 3—The National Broadcasting Co.'s longtime investment in color programming may be beginning to pay off.

Color was the crucial factor in Eastman Kodak Co.'s decision to give up Ed Sullivan on CBS in favor of "Walt Disney's Wonderful World of Color" on NBC. The new hour Disney film will be co-sponsored with Radio Corp. of America beginning in the fall.

With "Wonderful World of Color" starting Sundays at 7:30 p.m., EST, Eastman, for a half hour of the telecast, will be competing with Mr. Sullivan's variety acts for the viewers' attention.

■ James E. McGhee, Kodak's vp for domestic sales and advertising, said, "We are moving to Walt Disney's new show because color television has now come of age. Color is important to photography and has been a significant factor in the growth of our industry. It is our belief color will be of even greater importance in years to come."

Kodak had been a co-sponsor of Mr. Sullivan for four years, first with Lincoln-Mercury and then with Colgate-Palmolive Co. CBS, which is equipped to colorcast, said Kodak never mentioned its yen for color when the company's future on the Sullivan show was being discussed. Kodak, as reported previously, will drop the monochrome "Ozzie & Harriet" show on ABC at the end of the current season after a five-year run.

Colgate hasn't renewed the Sullivan program for fall yet, but CBS is sure it will, and this incumbent sponsor has first option on the available alternate week.

NBC & Sunday

Sunday night looks great for NBC, with Mr. Disney leading off, followed by a new P&G-backed comedy, "Snow White," Chevrolet's "Bonanza" and Du Pont's "Show of the Week."

Signed for fall backing of the Mitch Miller "Singalong," to be aired Fridays at 10 p.m., are Ballantine and R. J. Reynolds Tobacco Co. Lively sponsor interest is reported in the Saturday night movie, but nobody has been signed yet.

Added to this network's casualty list were Milton Berle "Jackpot Bowling" (Bayuk and Brunswick), as of March 13; the Loretta Young series (Toni and Warner-Lambert), as of early September; and the Nanette Fabray-Westinghouse playhouse, as of June.

ABC & Cartoons

Pleased as a novice parent with "The Flintstones," ABC has already sold two other animated comedy series for fall. "Top Cat," a Hanna-Barbera production, will be sponsored by Bristol-Myers

(Continued on Page 102)

RCA Welcomes Zenith to Color; Others Hesitant

Other Makers Still Feel More Shows, Set Improvement Needed

CHICAGO, March 2—Industry reaction to Zenith Radio Corp.'s plans to enter color television next fall (AA, Feb. 27) was generally favorable, but the move apparently has not yet triggered the two events needed for a true color breakthrough: (1) A significant increase in color programming by the three networks, and (2) entry of more tv manufacturers into the color field to help create a mass market.

Radio Corp. of America, which accounts for about 95% of the current color tv market, welcomed the Zenith move. "Their announcement is further indication of the rapidly mounting interest in color tv on the part of the public, manufacturers, broadcasters, sponsors, distributors and dealers during the past year," said John L. Burns, president of RCA.

RCA-owned National Broadcasting Co., which does most of

(Continued on Page 102)

Standardize Discounts a la AANR Plan, Sinding Urges Inland Dailies

'Chicago Daily News' Wins 9th Typography Award; 4 Others Honored

CHICAGO, Feb. 28—Thomas A. Sinding, vp of Johnson, Kent, Gavin & Sinding, and president of the American Assn. of Newspaper Representatives, yesterday urged newspaper publishers to standardize their discount plans for national advertisers.

Speaking at the winter meeting of Inland Daily Press Assn., Mr. Sinding said that "simplicity and standardization should be our goal. An agency friend of mine told me the other day that it took a good secretary an entire morning to write out an advertising contract with a tv station," he said. "We are not that bad yet, but it is the direction we are moving in."

Pointing out that some 250 newspapers now offer discount plans for national advertisers, Mr. Sinding asserted that "we find the difference in form and concept has given us an unnecessary, exaggerated complexity of rate structures which defeats our purposes.

■ "The reason for having a discount plan is to help induce advertisers and agencies to plan and use newspaper schedules for larger space and greater continuity," he said. "Currently, newspapers are offering discounts in roughly four different concepts, but more than 50 different forms."

Mr. Sinding pointed out that the AANR "has published four plans (AA, Feb. 13, 20) which embrace

(Continued on Page 100)

DuPont Puts 1% of $40,000,000 Ad Fund Into Effectiveness Study, ABP Told

Shifting a Few Percentage Points Could Make Big Difference, Pechin Says

NEW YORK, March 2—A five-man ad research section at E. I. du Pont de Nemours & Co. is spending about $450,000 a year looking into the effectiveness of advertising, the annual winter conference of Associated Business Publications was told today.

Edward J. Pechin

The section, organized about four years ago, has been allocated a little over 1% of Du Pont's total ad funds. The company is currently spending at the rate of $40,000,000 on advertising.

Edward J. Pechin, assistant director of advertising, said, "This research figure in itself is sizable, but just think of our potential annual efficiency if, through additional knowledge, we know whether that gross total of $40,000,000 should be moved up or down—even as little as a few per cent."

The research section consists of two experimental psychologists, one operations research specialist, one statistician, and one chemical engineer. Their field of operations is in all three fields represented in Du Pont's advertising—consumer, industrial and corporate.

■ "While Du Pont is primarily an industrial manufacturer, with about 79% of its sales going to other companies for use in their own plants or products, we have consumer lines, and something like 27% of our product advertising is in the consumer field. We also have long been a believer in corporate or institutional advertising."

Mr. Pechin said the company is tackling the subject in the same methodical way it would tackle

(Continued on Page 94)

Basford Shoots for Industrial Ads Now with Big Consumer Agencies

Its '60 Billing Up 12%, Agency Hopes to Boost Figure 10% More in '61

NEW YORK, March 2—G. M. Basford Co., an agency specializing in business and industrial promotion, which last year billed $16,380,000—a 12% hike over its '59 figure—said yesterday it plans to move into "several areas where large consumer agencies now operate."

"More and more of these consumer agencies are recognizing that it is impractical and uneconomical to establish facilities providing total marketing services in the industrial field, such as they now provide in the consumer field," said Fred Adams, president. He spoke at a meeting of agency stockholders and employes.

"Sales managements in many companies which sell both to the industry and to the general public," he added, "are also beginning to realize they need the kind of specialized promotional services provided by agencies like Basford. Contributing further to this trend is management's realization that considerable profit potential in the industrial side of their business is being overlooked.

■ "Many enterprising companies regard vigorous new selling and marketing strategies as the only way to fight the hot war with foreign imports," said Mr. Adams.

He told the meeting that the agency's "average" budget from its clients is about $250,000. Many budgets, he said, range from $50,000 to $100,000. Declaring that Basford is aiming to improve its billings by 10% this year, he told the meeting that the agency "will undertake aggressive promotional activities specifically aimed at advertisers who sell to both consumers and industry." #

Paterson Appoints Schaffer

Paterson Parchment Paper Co., Bristol, Pa., has appointed Parke L. Schaffer director of advertising. Mr. Schaffer was formerly advertising manager of Proctor & Schwartz, Philadelphia, machinery division of Proctor-Silex Corp.

Durham Names Ferguson; Adds Turney, Missouri Steel

Richard F. Ferguson has joined Maynard L. Durham & Associates, Carthage, Mo., as an account executive. Mr. Ferguson was formerly advertising manager of Smith Brothers Mfg. Co., Carthage.

At the same time, Turney Wood Products, Harrison, Ark., manufacturer of church furniture, and Missouri Steel Castings, Joplin, Mo., casting manufacturer, have appointed Durham to handle their advertising.

Y&R Appoints Seven

Young & Rubicam, New York, has appointed five members of its radio-tv department supervisors. They are Richard J. Cox, Marvin H. Koslow, Colgan Schlank, Martin J. Waldman and Kenneth A. Wood Jr. Y&R also has named David V. Cleary and Benjamin Maugham, associate creative directors in the copy department, vps.

Carey Adds 5 Accounts

Len Carey Inc., Honolulu, has added five new accounts. They are Centex Construction Co., Waikiki Development Co., Hawaiian Housing Corp., Kaneohe Ranch Co. and International Market Place. Carey took over the Honolulu office of Boland Associates Jan. 1.

Fels Expands Distribution of All-Purpose Cleaner

PHILADELPHIA, March 1—Fels & Co. is widening distribution of its Fels all-purpose cleaner on a regional basis and expects to have national distribution virtually completed this year.

The latest introduction is in Portland, Ore., where a coupon offer of a free bottle of the liquid cleaner is featured in newspaper advertising.

Fels all-purpose cleaner is actually a successor, with changed and improved formulation and other refinements, to an earlier Fels cleaning product, Speedy-Fels. The latter was introduced in midwest markets in late 1958 and early 1959, according to a company official.

■ The new Fels all-purpose cleaner was first test marketed in Scranton late in 1959, then introduced in Buffalo, followed in 1960 by distribution through the Midwest, Philadelphia, New England, the mid-Atlantic states, and now the Northwest.

Introductions of the cleaner have been supported by page introductory ads in newspapers, with large space following ads, plus a heavy schedule of television and radio spots. Degree of emphasis on the various media has varied with the market.

The product has not been included to date in the company's magazine schedule and Fels declined to comment on when it might be. Fels has used such magazines as *Ladies' Home Journal*, *McCall's*, and *Reader's Digest*.

■ Advertising for Fels all-purpose cleaner is based on the institutional theme that the product comes from a great tradition in cleaning products. Fels Naptha bar soap—the old familiar yellow household soap—has been known to generations of housewives since before the turn of the century.

As a secondary selling theme, copy emphasizes points of difference between Fels all-purpose cleaner and competitive products on the market (without naming them).

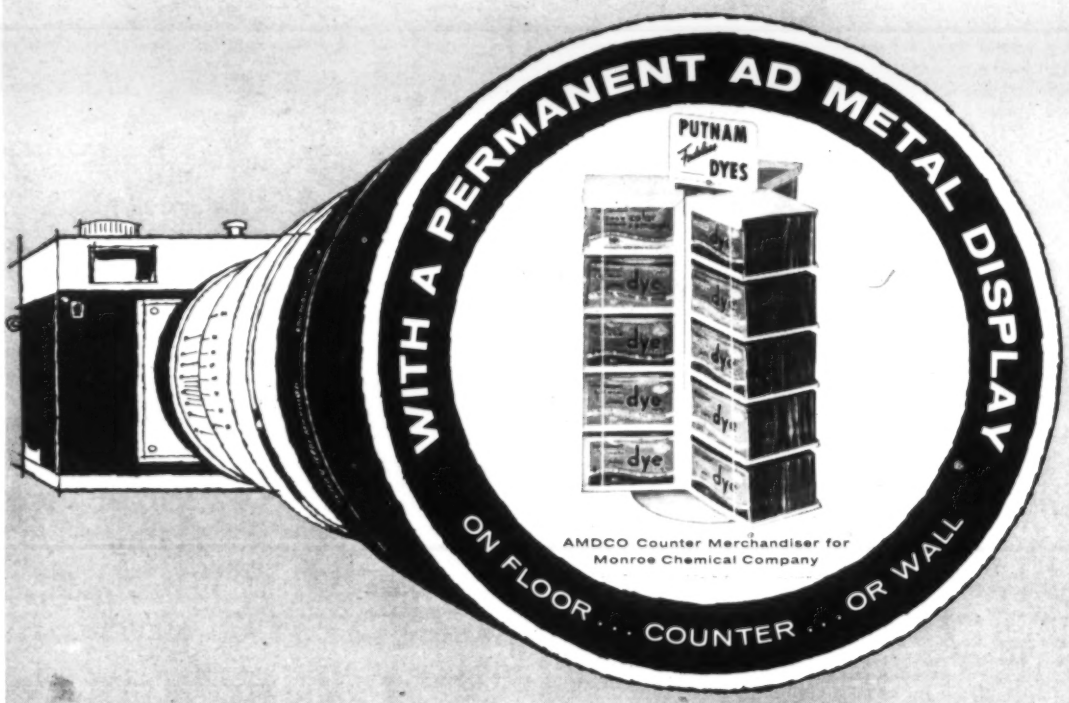
Aitkin-Kynett Co. is the agency.

FREE BOTTLE—*Fels & Co. widens its distribution into Portland, Ore., with newspaper ads offering to refund purchase price of Fels all-purpose cleaner.*

O'Connell Named by Spencer

Sean O'Connell, formerly sales manager of McArthur Advertising Corp., has been named advertising manager of Spencer Advertising Co., New York, national ad representative for college and professional athletic publications.

developing a profit picture
requires FULL TIME EXPOSURE
at the point-of sale...



AMDCO Counter Merchandiser for Monroe Chemical Company

The point of sale is where all your merchandising and advertising efforts come into focus . . . where your product image registers, the impulse clicks, and your sale is completed . . . write or call for more information . . . and how AN AD METAL DISPLAY *custom-designed for your product, will help you close more sales, more profitably . . .*

ADVERTISING METAL DISPLAY CO
designers and builders of permanent merchandisers

CHICAGO 50 / 4621 W. NINETEENTH ST. / Bishop 2-1242 • NEW YORK 36 / 11 W. 42nd ST. / LOngacre 4-8255

Greensboro-
GREEN THUMB
OF THE NEW
SOUTH'S MARKETS

In the Top 20 in Total Retail Sales

Cultivate Apparel Sales Figures

In the South's top markets—highly industrialized Greensboro ranks high in Apparel Store Sales ahead of Chattanooga and close behind primary markets like Richmond and Mobile. To harvest this rich dollar crop, your clothing advertising should wear the label of the Greensboro News and Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation: over 400,000 readers.

Write on company letterhead for "*1960 Major U. S. Markets Analysis*" Brochure of all 300 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

USING IT This Week ?

In today's savagely competitive market, THIS WEEK delivers the impact where you need it most week after week—in 13,500,000 American homes—in 43 "make-or-break" markets where 73% of all retail sales are made!

Check these top advertisers who are using it this week!

PAGE

Birds Eye Frozen Foods—
Fried Chicken Dinner
Campbell's Meatless Soups
General Mills, Inc.—
Betty Crocker Products
Helene Curtis Spray Net
Regular and Super Soft
Kent Filter Cigarettes
Kraft Dinners—
Macaroni & Cheese, Spaghetti, Noodle-Chicken
Miles Products—
Alka-Seltzer
Miss Clairol Hair Color Bath
Modess Vee-Form
Planters Nut & Chocolate Co.
Pond's Creams
Salem Cigarettes
Tang

THREE-FIFTHS OF A PAGE

Lever Brothers—
Breeze
The Quaker Oats Company—
Quaker Puffed Wheat and Rice

HALF-PAGE

General Mills, Inc.—
Betty Crocker Muffin Mixes
General Mills, Inc.—
Betty Crocker New Instant Mashed Potatoes
Ralston Chex Cereals
Swift & Company—
Brown 'N Serve

OTHER

Absorbine, Jr.
Arm & Hammer Soda Bicarbonate
Dahlberg "Miracle-Ear" Hearing Aid
Doan's Pills
Dr. Scholl's Air-Pillo Insoles
EZO Products Company
Geritol
Knox Gelatine
Lysol Brand Disinfectant
John G. Marshall Mfg., Inc.—
Photo Painting Pencils
Max Factor & Co.—
Erace
Mirro Aluminum Company—
Aluminum Ware
Phillips' Milk of Magnesia
Pursettes Tampons by Campana
Tampax

To move goods fastest...use

THE MOST POWERFUL SELLING FORCE IN PRINT!

CIRCULATION **13,500,000**

Castro's Grabs Lead to Ruin of Painter, Waring

DARIEN, CONN., March 1—Number 381 Post Road is a long way from Havana, but not far enough to escape the hand of Castro.

Last year at this time, Painter, Waring & Hand was a thriving agency going into its third month of business and billing at a rate of nearly $1,000,000 (including capitalized fees).

Today the shop is shut, and a trio of executives described by their onetime clients as "as fine a bunch of guys as you could find" are a little touchy on the subject of beards.

■ The fact that Castro put the agency out of business was disclosed this week when T. N. Palmer & Co., New York, announced two new accounts—Escambia Chemical Corp. and Middle South Utilities. Previous agency in both cases—Painter, Waring & Hand.

Lawrence G. Painter, Lawrence A. Waring and Albert P. Hand Jr. came to New York in 1957 to open a branch office for Godwin Advertising Agency of Jackson, Miss., which had been named to handle advertising for American & Foreign Power Co.

After two years, Godwin decided to drop the account because of the problems of distance, communications and the fact that most of the agency's business was concentrated in the Mississippi area.

As a result, Painter, Waring & Hand went into business on their own, soliciting and obtaining the American Power business.

■ "They were headed by Al Hand, who is a fine fellow," an American Power official said today. "He thinks carefully and doesn't jump first and look afterwards."

The new agency took over an account billing "several hundred thousand dollars." Three months later it was cut drastically. This year it has no budget at all.

■ Company operations in Cuba provided about 30% of American Foreign's consolidated annual revenue of about $216,700,000 and when Castro confiscated its properties, severe retrenchments were made. The present staff in New York is down to 200 from the original 600. One of those to go was Sam LeFaso, ad manager, now circulation manager of *Electrical World*.

"Painter, Waring & Hand came pretty close to riding it out. They made a valiant effort, but it was tough going. They might have done it had it not been for our pulling out," the company man said.

"We felt we had a good concept," said Mr. Painter, now an account executive at T. N. Palmer, where two former accounts have followed him.

"We opened in January, 1960, but had to trim back after three months," he said. "By the middle of the summer we knew the account would be non-existent. We found ourselves in process of liquidation before we got started."

The three admen went in as partners. Albert Hand—"a terrific organizer"—handled the economic end, while Mr. Painter was "more on the creative end." Mr. Waring worked on accounts. In addition, they took in Randolph Chitwood, a freelancer, as art director. They chose Darien as their headquarters to beat the high cost of operating in New York, to ease the tax problems, and to get out of commuting.

"We also felt that a small agency in New York had nothing to sell in competition. The $5-$10,000,000 agencies here were competing for our kind of accounts."

■ PW&H added about a dozen accounts. They included Cleworth Publishing Co., Cos Cob, Conn.; WMMM Radio, Westport; Polypak Corp., Springdale; several real estate operations; and a local retail account handled on a percentage of sales increase ("we were doing very well on that one").

Out of this experience, Mr. Painter felt he was prepared to philosophize about the practicality of getting into the small-agency business. "The main thing is always that you've got to have a good basic account, and that you've got to know how to run an agency. Unfortunately, our basic account didn't last."

He added: "We knew how to make money—and I mean that in the sense of doing a good job. We felt we had a good concept, but it will only work if you've got the nut to tie the works together."

The agency officially closed its doors last December. Mr. Waring has joined Edison Electric Institute, where he is in media and production; Mr. Chitwood is "freelancing as before," and Mr. Hand has not yet announced his plans.

Mr. Painter summed up: "We are not sorry. We had a lot of fun." #

BOOSTER—*Tonemaster Mfg. Co., Peoria, is promoting its Phonemaster, a booster coil that increases the signal coming over a telephone for hearing aid wearers. Hall, Haerr, Peterson & Harney is the agency.*

Keller-Crescent Adds Two

Keller-Crescent Co., Evansville, Ind., has been appointed agency for Kent Plastics Corp. and Old National Bank, both in Evansville. Media for Kent will include trade publications, newspapers and direct mail. Plans for the bank's advertising include a continuing campaign of spot radio and tv, painted bulletins and posters, newspapers and direct mail.

Proudfoot Joins Lennen

Don A. Proudfoot, former director of marketing of Simpson Timber Co., Seattle, has been named to the new position of vp, marketing planning, of Lennen & Newell, Seattle. He will work under Clarence Eldridge, the agency's plans board chairman, on the development of marketing plans for Simpson, an L&N client.

Burtek Names Hal Stebbins

Hal Stebbins Inc., Los Angeles, has been named by Burtek Inc., Tulsa, producer of technical training devices, to conduct an advertising and pr program. Media used will be trade and technical publications in business, aviation, missiles, space, electronics and engineering fields. Burtek was formerly known as Burton-Rodgers.

Petroleum Institute Adds JWT

The marketing division of American Petroleum Institute has named J. Walter Thompson Co., New York, to handle its first program of research and advertising to stimulate automotive travel. Sullivan, Stauffer, Colwell & Bayles, New York, will remain the agency for API's committee on public affairs.

HAVE YOU DISCOVERED THE WONDERFUL WORLD OF MONEY?

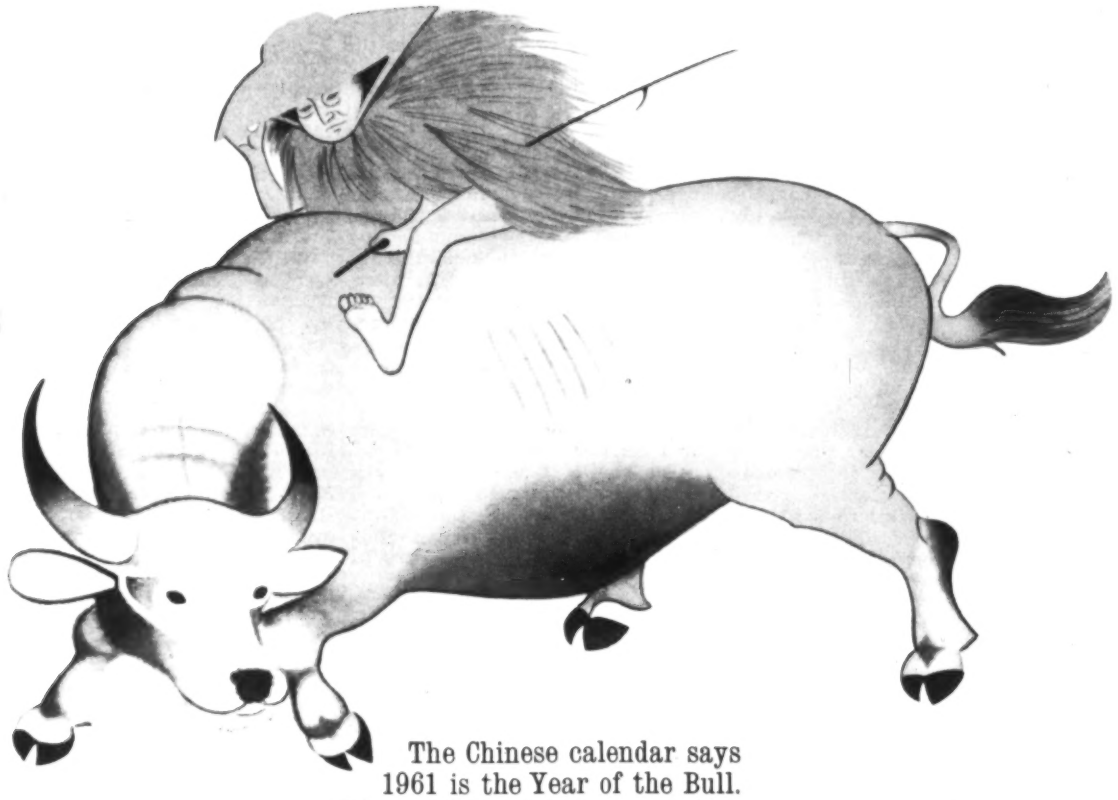
Today's ad man knows he lives in a business world not bounded by layout and copy . . . markets and media. In addition to selling his client's products, more and more he sees the vast frontiers beyond . . . the importance of selling his client's company as well. Your client's growth, his aims, the state of his corporate health are of vital importance to the people who control the financial destinies of every company . . . the people who populate the "world of money." The competitive struggle for the precious investment dollar is resolved by the investment banker, security analyst, financial specialist, professional investor. These are the men the company president must impress favorably as he treads the arduous corporate financial trail. By telling the corporation story to this "world of money" you make the road easier for the company president . . . exactly the same mission that your product advertising accomplishes for the sales manager. The one best way to reach the men who wield the major influence in the money market is through Barron's, the National Business and Financial Weekly. Must reading for over 128,000 subscribers, Barron's cultivates the people who control and influence the money sources. Discover Barron's . . . the shortest advertising route to this wonderful world of money.

BARRON'S

THE NATIONAL BUSINESS AND FINANCIAL WEEKLY BY DOW JONES

NEW YORK 50 Broadway · CHICAGO 711 W. Monroe St. · BOSTON 388 Newbury St. · LOS ANGELES 2999 W. 6th St. · CLEVELAND 1325 Lakeside Ave.

. . . where advertising, too, is read for profit!



The Chinese calendar says 1961 is the Year of the Bull. What follows has no connection with the Chinese calendar. It is a simple statement of plain truth.

The air all over America is tingling with a great change. You can feel it in our homes, our offices, in PTA meetings and cabinet meetings, in charity drives, sales drives and Sunday drives with friends.

••••••••••••••••••••••

A new American hero is being born. He is shoving aside old heroes: The Popularity Kid. The Charming Personality. The Guy With a Smile as Bright as His Shoes.

••••••••••••••••••••••

Lo and behold, our new hero has Brains.

••••••••••••••••••••••

Maybe he was spawned by the challenge of the sputnik, the "We will bury you" speeches, the Reds standing a bomb's throw from Miami. Maybe it all started with science's dizzying leaps. Maybe the complexities of modern life have thrust him on us. Maybe we are simply growing up.

••••••••••••••••••••••

Certainly we are getting smarter. The number of high-school graduates is growing faster than the over-all population. Adult education classes are overflowing. Washington is jingling with Phi Bete keys. High schools here and there are giving letters for scholarship. And the Post series that has drawn the biggest mail response ever is called, with reason, "Adventures of the Mind."

••••••••••••••••••••••

Yet few of us who are said to have a finger on the pulse of America have felt this new, quickened beat. Perhaps, in thinking of people as numbers, some have forgotten that they are flesh and blood.

••••••••••••••••••••••

Not us. You will hear the new American pulse-beat strong and clear in the pages of The Saturday Evening Post this year. You have sensed it already in the definitive biography of Frank Lloyd Wright that led off 1961 . . . and in our series, the untold stories of the Civil War. New, red meat—not rehashings.

••••••••••••••••••••••

You will read, in the magazine that published "The Ugly American," Dean Acheson's intimate account of the men he has known . . . his views on diplomacy, past and present. And firsthand reports from a seething Africa by Stewart Alsop . . . from today's Hungary, four years after revolution, by Ernest Hauser . . . from Michigan, a key state in the nation's economic future, by Harold Martin.

••••••••••••••••••••••

You will read stories by Pulitzer Prize authors and by important newcomers—Stuart Cloete, Gerald Kersh, Jack Schaefer ("Shane"), Leonard Wibberley ("The Mouse That Roared"), Ray Bradbury, Storm Jameson, William Saroyan and many other fine writers of fine fiction.

••••••••••••••••••••••

You will be talking about what may be the most talked-about memoirs of the year. With rich words, rude words, woolly words, wise words, Mr. Charles Dillon Stengel tells the story of his life.

••••••••••••••••••••••

And more, much more.

••••••••••••••••••••••

There is another thing about 1961 that you ought to know. It is an upside-down year, reading the same if you stand on your head. The first since 1881, and the last until 6009.

••••••••••••••••••••••

Appropriately, we will be turning the world of publishing upside down. And we know that the new Americans—with their brains to think and their youthful vigor to act—will turn to us in ever-growing droves.

••••••••••••••••••••••

You are invited to come along, as reader or advertiser, on this exciting adventure in the year of the Post.

A CURTIS MAGAZINE

THE SATURDAY EVENING POST

THE INFLUENTIALS' MAGAZINE

Lorillard Report Says TV Ads Are 'Most Effective'

(Continued from Page 3)

commercial messages into 20,000,000 homes weekly.

"Further, Lorillard sponsored the Summer Olympics for Kent, and tv industry estimates indicate that we reached 82% (35,000,000) of all tv homes through this vehicle."

Bob Wright is Kent's tv salesman, and the brand is featured on Dick Powell's "Zane Grey Theater"; with Jackie Cooper in "Hennesey"; and on "Aquanauts." In addition, Newport is featured on the "Tab Hunter Show" and Old Gold spin filters on the "Groucho Marx Show."

The report also spells out the key campaign themes in 1960, emphasizing "the major sales point of each Lorillard brand":

Kent: "You'll feel better about smoking with the taste of Kent—because Kent with the Micronite filter refines away harsh flavor—refines away hot taste—makes the taste of a cigaret mild."

Newport: "Refreshes while you smoke—because only Newport adds a hint of mint to the soothing coolness of menthol, in a blend of the world's finest quality tobaccos."

Old Gold spin filters: "Spins and cools the smoke naturally to give you the best taste yet in a filter cigaret."

Old Gold straights: "Tender to your taste because they're made with the tender center leaves—that make a mild, rich smoking taste."

Spring: "Keep your taste as fresh as spring every day of the year—Spring, the gentlest tasting cigaret made today."

In addition, many magazine ads and most tv shows ended with the corporate slogan: "A product of P. Lorillard Co.—first with the finest cigarets—through Lorillard research."

Lorillard acknowledged that the hard-sell advertising was accompanied by a revamping of the sales and ad alignment. The company took some vigorous action in the past year to meet the intense competition in the industry, the introduction of new brands, and the "markedly aggressive activity from long-established ones."

1. Lorillard enlarged the sales division: "New people were added, new posts designated, and the executive position of general sales manager was re-established."

The result: Distribution in supermarkets, chain outlets and vending machines rose significantly. Sales of major Lorillard brands through vending machines are at a record level.

2. The executive position of director of advertising was reinstated (AA, Dec. 21, '59). Daniel Ladd, formerly a vp of Ted Bates & Co., moved into the post, which had been vacant since Manuel Yellen, vp, became director of sales.

3. Ad efforts were scrutinized on a day-to-day basis by top management, headed by the president, chairman, ad director and sales vp.

4. Two second-string brands (Old Gold spin filter and Spring) were switched from Lennen & Newell to Grey Advertising Agency. The report said the move "supplemented Lorillard's own internally developed advertising and marketing strategy."

■ On the international scene, Lorillard brand names are now familiar in more than 10 countries. Kent, which chalks up the lion's share of Lorillard cigaret sales overseas, "is now without doubt the largest selling American filter cigaret exported from the U.S."

Old Gold is a "major seller," notably in the Far East. Newport's foreign sales are growing steadily. Embassy continues to sell well in Italy and Sweden.

More than 30 countries were added to the company's export roster during 1960, ranging from Aden and Afghanistan to India, Samoa and Singapore.

Lorillard uses most media in foreign countries. In Spain, where non-filters are biggest sellers, Old Gold Sta Rights (for instance) are advertised on Madrid trolley cars. Advertising to U.S. forces overseas is typified by typhoon-proof Kent displays to be seen in Okinawa. In Hong Kong, film commercials play a big part in the campaign.

■ Total sales for 1960 were "just short of 1959's record levels." In the closing months of last year, sales "even moved ahead of the comparable period" the year before. However, earnings were down because of the higher costs of doing business.

Sales in 1960 totaled $487,329,716, compared with the record 1959 sales of $490,873,749. Net earnings were $27,381,257 as against record earnings of $28,265,157 in 1959. The fourth quarter produced earnings of $7,757,581, compared with $6,840,939 in 1959.

How to get more value for your money

NEW FORMAT—*For the first time in ten years, Yellow Pages is switching from single-column cartoon strips to full-page, two-color ads in seven magazines. Cunningham & Walsh is the agency.*

AMERICAN TOBACCO'S REPORT ALSO CITES ADS

NEW YORK, March 1—American Tobacco Co. also added its word for advertising in its annual report, just published. Pointing out that American devotes considerable time, effort and expense "to this aspect of operations," the report said: "National advertising to sustain and increase sales volume of our brands makes it possible for the company to maintain and improve their high quality standards and still produce a profit."

American said Pall Mall cigarets account for one in every seven cigarets consumed in the U.S. As for other brands, Dual Filter Tareyton sales continued to increase in 1960, in line with the "steady upward sales curve" since its introduction in July, 1958.

Lucky Strike, however, fell in sales, though at a lesser rate than in 1959.

In the cigar field, Roi-Tan continued to be the largest-selling 10¢ cigar in the U. S., though declining in sales along with the rest of the 10¢ class.

American reported sales in 1960 at an alltime high of $1,215,376,858, compared with $1,161,965,961 in 1959. This was the second successive year in which dollar sales showed a gain of more than $50,000,000, while the fourth quarter was the fifth successive quarter to show a record high. Net income in 1960 was $63,319,605, slightly higher than the record $63,248,270 in 1959. #

RESPONSE-able
New York
takes home the
WORLD-TELEGRAM

Two-Car Families have the buying power to fire up extra sales for just about any advertiser.

More cars in the family mean more people going places, doing things, spending money. They're a sign of customers with the means and motives to respond whenever you advertise.

An authoritative survey of New York's new car buyers shows that the World-Telegram reaches more multi-car families per ad dollar than any other New York weekday newspaper.* What's more, it's the newspaper that goes into their homes every evening.

Advertisers can use it to start all kinds of sales action in the New York market. It keeps costs down, sales up.

**Ask us about it.*

NEW YORK WORLD-TELEGRAM
New York's *quality* evening newspaper

Newsweek is read by more bankers than any other newsweekly

The good will of top-echelon banking officials is vital to corporate management. These officials hold the power of decision on granting loans opening lines of credit, purchasing investment securities. To make sound decisions, bankers need more than balance sheets and profit statements. They need all kinds of facts. Facts presented fairly, clearly, completely—as Newsweek presents them . . . across the whole wide range of human affairs. According to a recent survey, conducted by Walter Gerson & Associates, more bankers read Newsweek than any other newsweekly.

If you wish to talk to the tops of the banking profession, your advertising belongs in Newsweek.

. . . ahead of the news, behind the headlines . . . for people at the top

Kennedy Hits Outdoor on Highways; Controls Hurt Retailers Most: OAAA

President Asks Extension of Bonus Provision; Hints 'More Direct' Control

WASHINGTON, March 1—In its first moves involving an advertising medium, the Kennedy administration demonstrated today that life on the "New Frontier" will be even more rugged for the outdoor advertising industry than it was under Eisenhower.

As part of a special message on the financing of the interstate highway system, President John F. Kennedy lashed out at billboard industry lobbying and suggested an intensified effort to keep signs off the new interstate highway system.

He said Congress acted wisely in 1958 when it offered a bonus of 0.5% extra federal contribution toward highway construction in states that keep billboards off the new interstate roads.

"Unfortunately that provision expires on June 30 of this year," the President said, "and a variety of pressures have prevented all but one state (Maryland) from taking advantage of this provision."

■ The President recommended:

1. That the billboard control option be extended for four more years so that more states can qualify.

2. That the bonus be increased to a full 1%, as a further incentive for states to pass billboard control laws.

"Should these measures prove insufficient," the President said, "it may be necessary to adopt more direct means of control or to at least charge the billboard owners for the benefits they are receiving."

The President said the interstate system was intended, among other purposes, to enable more Americans to more easily see more of their country. "It is a beautiful country," he declared.

■ "The system was not intended to provide a large and unreimbursed measure of benefits to the billboard industry, whose structures tend to detract from both the beauty and the safety of the routes they line.

"Their messages are not, as so often claimed, primarily for the convenience of the motorists whose view they block. Some two-thirds of such advertising is for

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Loss of Signs Likely to Damage Small Businesses, O'Mealia Points Out

CHICAGO, March 2—The Outdoor Advertising Assn. of America parried President Kennedy's charge that the interstate highway system would provide a "windfall" for "a handful of large advertisers" if unregulated with the statement that small business dominates in the use of highway signs eight to one over national advertisers and that rigid controls will hurt the small retailer.

"Because highway advertising is the lifeblood of local business we have always maintained that the rigid controls set up under the 1958 Act would have its greatest effect on these small businesses," Harry O'Mealia Jr., president of OAAA, said. "Our medium, standardized outdoor advertising, is mainly located in urban areas."

■ Mr. O'Mealia cited the recent suit of small business men along Interstate Highway 94 from Milwaukee to Kenosha as an example of how the restrictions have damaged local business.

"These business men reported extensive losses in business since the interstate highway in their area was built and many contended they will have to go out of business if billboard controls are carried out," he said. "One, in fact, had to lay off 75% of his working force since the interstate highway was built, and he was selling a local product—Wisconsin cheese! He said, 'I must have advertising signs or close my doors.' "

■ He termed the 0.5% bonus a "bribe" and an extension of federal controls into areas traditionally under state jurisdiction. Maryland, he said, in becoming the first state to sign an agreement with the government, "has sold its rights in perpetuity for a 'bonus' which may or may not materialize.

"We know of no highway where billboards 'line the highways' and the charge that outdoor advertising is a traffic hazard has been refuted by laboratory and field studies at Iowa State College and in Michigan," he continued. "These charges are echoes of a small but vocal minority which is exceedingly unvocal when asked to prove their charges. This same minority has said the public doesn't like outdoor advertising. Yet, when the people

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She will buy a new Maytag
before her mother needs another
This is a strong statement but the facts back it up. We have hundreds of three-generation Maytag families on record where the original machine (grandmother's) is 30 to 40 years old and still working.
Did we hear you say, "That's all very well, but everybody knows that nobody builds things to last the way they used to"? We don't know about everybody, but we do know about Maytag:
And here's an example: Just over a year ago, a Maytag Highlander Automatic Washer was selected at random from the assembly line. We worked it day in and day out for 10,145 hours (15,218 loads). That's equal to 50 years' normal home use!
During this two-generation span, the Maytag had to be serviced just six times. The service cost averaged only $2.00 a year. This time, insist on a Maytag and get dependability—year after year.
MAYTAG
—the dependable automatics

they'll serve from this same Admiral Duplex when they're back from college
Here at last—in one fashion-slim cabinet—is the big capacity No Defrosting Refrigerator and No Defrosting Freezer you've always wanted! It's the exciting new Admiral Duplex, beautifully built, quality constructed, to last many years longer than ordinary appliances. The Duplex has everything from 100%
No Defrosting to automatic ice cube maker. Here for the first time, is over 20 cu. ft. of fresh and frozen food storage. No other refrigerator-freezer like it. You'll have a super market of food in your own kitchen. No more crowding food into the refrigerator. No tugging at frost-coked frozen food packages. Cost? Less than you'd think. As little as $4.00 a week with minimum down payment.
ADMIRAL

LONG LIFE—*Two appliance manufacturers have started consumer magazine ad campaigns stressing long life of product. Admiral Corp. refrigerator-freezer ad and the Maytag Co. page for washers both feature little girls in the illustrations. The Maytag ad is the first in a series.*

Admiral, Maytag Promote Products' Longevity in Ads

CHICAGO, March 2—Admiral Corp. will stress dependability and long life in a new campaign for its line of Duplex combination freezers and refrigerators.

The initial b&w page will break in the March 18 issue of *The Saturday Evening Post*, and will appear in *Life* March 31. Additional ads will run in the *Post* April 29 and in the June issue of *McCall's*.

The initial ads, featuring two little girls and illustrations of closed and open views of the Duplex, stress long life with the headline, "They'll serve from this same Admiral Duplex when they're back from college."

■ Coincidentally, Maytag Co., Newton, Ia., which has long avoided annual model changes and talk of "planned obsolescence," broke a print campaign for its washers last month showing a little girl above the headline: "She will buy a new Maytag before her mother needs another."

The Admiral campaign, which features "quality" and "long life," will also include cooperative newspaper advertising and point of purchase material. Henri, Hurst & McDonald, Chicago, is the agency.

■ The Maytag b&w page washer ad appeared in *Life* and *Reader's Digest* in February and *Better Homes & Gardens, Ladies' Home Journal* and *Sunset Magazine* in March. Dependability will also be featured in some Maytag tv spots running in about 70 markets.

Leo Burnett Co. is the agency. #

'Daily Mirror' Buy of Odhams Creates World's Biggest Publishing Combine

LONDON, March 1—The largest publishing combine in the world was created here with today's announcement that the Daily Mirror Group had succeeded in gaining control of Odhams Press.

The *Mirror* said its offer for Odhams shares had been accepted by holders of 80% of Odhams common stock. The stockholders agreed to sell despite a recommendation by the Odhams board that the *Mirror* bid be rejected because the resulting combine would tend to create a monopoly situation.

Between them, Odhams and the Mirror Group control a vast array of periodicals. Each publishes more than 100 magazines, business papers, directories and annuals.

■ The *Daily Mirror* is Britain's largest national daily, with a circulation of 4,678,000. A companion paper, the *Sunday Pictorial*, has a circulation of 5,461,000.

Odhams publishes the *Daily Herald*, semi-official paper of the Labor party, with a circulation of 1,400,000. A companion paper, *The People*, has a circulation of 5,200,000.

The Mirror-Odhams combine will create a publishing enterprise with assets close to the $300,000,000 mark. By contrast, Time Inc. has assets of about $215,000,000.

■ Originally, it was expected that Roy Thomson would gain control of Odhams. He precipitated a furor in British press and government circles with the announcement last January that Odhams had agreed to merge its properties with his. As soon as the news broke, however, the *Daily Mirror* countered with a higher offer.

(*For other news of British publishing, see Page 99.*) #

National Advertiser Is 'Stepchild,' Treated Badly by Dailies, NAEA Told

Sealtest's Lunn, JWT's Jones Assail Disparity Among Rates at Session

CHARLESTON, S.C., Feb. 28—More live ammunition was pumped into national advertisers' favorite target—the local-national ad rate disparity—this weekend as delegates attending the Southeast regional convention of the Newspaper Advertising Executives Assn. heard the hard facts from both advertiser and agency.

The marksmen were James F. Lunn, ad and sales promotion manager of the Sealtest Foods division of National Dairy Products Corp., and Richard Jones, director of media of J. Walter Thompson Co., New York.

Jack Kauffman, vp of sales and marketing of the Bureau of Advertising, American Newspaper Publishers Assn., and Fred W. Pitzer, vp of Jann & Kelley, New York, newspaper representative, also addressed the group.

■ Citing the local-national rate differential, Mr. Jones said that "the newspaper industry has failed dismally to understand the national advertiser," and "actually discriminated against him" to the point of making the national advertiser a "stepchild."

It should be concerned about the growing trend of national manufacturers to invest their local advertising dollars in other media, he said.

From 1955 to 1960 local advertising increased 19% in newspapers, 22% in spot radio and 23% in spot tv, he said. Meanwhile, national ad dollars went up 13% in newspapers, 51% in spot radio and a "whopping" 85% in spot tv, he pointed out.

The satisfactory rate structures which newspapers have set up for local advertisers have, Mr. Jones charged, in part been achieved at the expense of national advertisers. He termed today's newspaper rates "obsolete, illogical, and unfair," with department stores, whose trading areas are on a par with national ads at the local level, enjoying the greatest low rate sanctuary.

■ Mr. Jones urged that newspapers discuss rates with customers before creating new discounts. "You are not going to excite the advertiser who is used to getting a 40% discount from competitive media if you install a 10% to 15% maximum for 100,000 lines or more," he said.

Further emphasizing the local-national disparity, he said the median maximum discount offered by Continuity-Impact-Discount newspapers so far is 9.5%. For those with straight bulk discounts, the figure is 10.7%. The average 100,000-line retail bulk rate earns a 31.5% discount, he pointed out.

He said that newspapers should allow national advertisers more flexibility, with an ideal rate card offering emphasis on bulk, but with additional frequency or continuity incentive. J. Walter Thompson, he noted, is growing concerned about the "vagueness of some cards," and lack of clarity in spelling out discounts.

■ Mr. Lunn saluted the flexibility of local newspaper advertising, which enables Sealtest to switch copy according to market, but said newspapers' national ad share was dropping due to "a negative attitude building up over a long period." He attributed this to dissatisfaction over rates, and the news-

(Continued on Page 95)

BofA Reports 13 Sales in 35 Presentations

CHARLESTON, S. C., Feb. 28—An interim report on the newspaper world's "national sales force" program—publicly unveiled last April at the convention of the American Newspaper Publishers Assn.—was made here by Jack Kauffman, vp of sales and marketing of the Bureau of Advertising.

"So far," he told the regional meeting of the Newspaper Advertising Executives Assn., "we have made approximately 35 presentations asking for a total of approximately $40,000,000 in newspaper advertising. We think we have been instrumental in helping to make 13 sales. Four are still in the followup stages. Fifteen were simply 'no sale,' and, quite frankly, three were failures."

The newspapers' new "total sell," "uses ammunition compounded of equal parts of anti-tv and anti-magazine powder, plus a booster of customized newspaper marketing plans," he said. The formula was worked out by the bureau and the American Assn. of Newspaper Representatives. #

Who's First In Daily Circulation In Baltimore?

THE

BALTIMORE NEWS-POST

OF COURSE, AND HAS BEEN FOR THE PAST 34 YEARS!

- First in Baltimore's ABC City Zone!
- First in the Standard Metropolitan Area!
- First in Maryland!
- First in Total!

The

Baltimore News-Post

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE, INC.
OFFICES IN 15 PRINCIPAL CITIES

Mobil's $6,000,000 Account Goes to Bates

(Continued from Page 1)

pressed by Reeves. As you know, our company had been in reorganization. We wanted some new thinking, a new philosophy, a new approach to our advertising.

■ "There are two ways of picking a new agency," he continued. "There's the questionnaire and the presentation. We don't think much of the questionnaire, and the presentation proves the ability of an agency to sell, but not necessarily to advertise."

So, said Mr. Elgin, Mobil discarded these traditional approaches and considered a total of six shops, including Bates. Mr. Elgin declined to list the other agencies, but AA learned that two others in the running were J. Walter Thompson Co., which recently lost

Rosser Reeves

J. D. Elgin

the $13,000,000 Shell Oil account to Ogilvy, Benson & Mather, and Benton & Bowles, which resigned the $3,500,000 Continental Oil account last July to solicit Shell.

■ Bates and Rosser Reeves presumably were unaware at the time that Mr. Elgin was immersed in "reality in advertising," an experience that was to increase that agency's commissionable billings figure by $6,000,000. And Mr. Elgin, on his side, presumably has still to discover the truth of Christopher Morley's observation in "Parnassus on Wheels" to the effect that, "When you sell a man a book, you don't sell him just 12 oz. of paper and ink and glue—you sell him a whole new life."

■ The new life with Bates, which begins July 1—effective date of the switch from Compton—will be studded with signposts labeled "penetration" and "usage pull" and "deceptive differential" and "copy focus" and "USP" (unique selling proposition)—all much favored terms at the agency.

And it may be that Bates will find Mobil's USP in the client's new method of controlling the octane quality in gasoline—an improvement never fully exploited by Compton because the agency reportedly felt the development was "too technical" to have great meaning for consumers. In any case, Mobil engineers have felt that this new method gave the company a decided edge over competitors.

■ Alfred Politz, who is Mobil's market research consultant, told an Assn. of National Advertisers meeting in January that it was necessary for an advertiser to accentuate the difference.

Said Mr. Politz: "We take it for granted that our whole economic system rests on competition. When competition leads a manufacturer to improve his brand, then the improvement is a natural subject for advertising."

Mobil went through a major face-lifting five years ago when it dropped its reliance on the long-established "flying red horse" symbol after research studies showed that while the symbol was well known, recognition did not extend to the brand behind the symbol. In the words of the researchers: "They saw the horse, but they didn't see the stations."

■ Whatever the USP, Bates will then concentrate on "getting it into the heads of the most people at the lowest possible cost." It will be, predictably, a hard-sell kind of life, heightened by the fact that Mobil's presence at Bates will sharpen an already pointed personal rivalry between Rosser Reeves and his ex-brother-in-law, David Ogilvy, who now guides the promotional destinies of Shell Oil. How the "Shell-Mobil handicap"—a race in which Shell benefits by the "weights"—$13,000,000 in commissionable billing, versus $6,000,000—progresses will be a Madison Ave. conversational bit all next fall.

Mobil's life with Bates may be complicated somewhat by unsettled conditions in the petroleum industry. Everybody in the business has been plagued by an oil over-supply. Oil accounts at agencies have been volatile.

■ Last year four major marketers switched shops: Shell (from J. Walter Thompson Co. to Ogilvy, Benson & Mather); American Oil (from Joseph Katz Co. to D'Arcy Advertising); Cities Service (from Ellington & Co. to Lennen & Newell); and Continental Oil (resigned by Benton & Bowles and now at Clinton E. Frank Inc.). A number of other shifts and realignments involving segments of oil accounts also developed.

These were explained by one market consultant to the oil business as evidence that the companies are now beginning to pay more attention to their advertising programs. Previously, he said, advertising was regarded as a minor item. "After all, what does $12,000,000 of advertising amount to when it's stacked up against Mobil's over-all sales of $3 billion?"

Last year, Mobil told AA, its budget was $12,010,000; however, about $6,000,000 of this was commissionable at Compton. Sales promotion, for example, got $3,343,000 and co-op advertising $569,900.

■ The man who made the decision to move to Bates (a decision that "came out of the blue" at Compton) was James Douglas Elgin, who became manager of Mobil's ad department in 1957. A J-school graduate of the University of Missouri in 1936, Mr. Elgin went from college to Pabst Brewing, where he was assistant to the president until 1944. The next two years he spent as an account exec with MacFarland, Aveyard & Co. He moved then to Toastmaster Products, where he was advertising and sales promotion manager. From 1953 until he went to Mobil in 1957, he was with National Gypsum as advertising and sales promotion director.

Mr. Elgin told AA today that he "personally did not feel" that Mobil and Bates should get into any "one-media buys" such as that planned by Ogilvy, Benson & Mather for Shell. "There are many audiences that need to be reached," said Mr. Elgin, "and I'd like to cover more than just the newspaper audience."

Mr. Elgin said the Mobilgas run—an "exclusive and valuable" property—would probably be continued. The run, which gets a hefty portion of Mobil's ad dollars, served as a focus of Compton campaigns in the past. One observer thought this ironic—a campaign by a gasoline marketer to induce motorists to use regular, rather than premium gas, and to buy cars that will travel farther on less gas.

■ Here is how Mobil, Shell and, for comparison, Texaco, invested their advertising dollars in media in 1959, the most recent available year:

• Mobil spent $5,797,000 in 1959 in measured media. Shell spent $11,663,000 in 1959; and Texaco, biggest spender in the oil business, invested $11,871,000 in ads in 1959.

Spending by Media

	Mobil	Shell	Texaco
Newspapers	49.2%	22.0%	4.9%
Magazines	14.4	9.4	10.7
Farm magazines	2.1	1.1	2.6
Business papers	1.8	3.7	6.0
Network tv	19.7	1.0	52.2
Spot tv	10.4	21.9	6.0
Spot radio	—	12.9	15.5
Outdoor	2.4	28.0	2.1

BATES UNDERSTATED BILLINGS IN REPORT

NEW YORK, March 1—The billings of Ted Bates & Co. were considerably understated in ADVERTISING AGE'S Feb. 27 report. William E. Hatch, senior vp and treasurer, has notified AA that, "much to our embarrassment, we found we had filled your form out incorrectly.

"The figure of $130,500,000 which we reported as total billing was actually total *domestic* billing (excluding Canada), and our grand total, including Hobson, Bates & Partners Ltd., in London, should have been $141,700,000.

"We would appreciate your printing a correction to our figures in the next open issue. Since the figures are final for the year, it will no longer be necessary to use our original estimate [of $141,700,000]. We are pleased to report that we billed $10,900,000 in foreign billing and $130,100,000 in domestic billing, for a total of $141,000,000 for 1960." #

GRANDSTAND—*Jas. Barclay & Co., Detroit, is using this color page for its Corby's whisky in Life, Look and newspapers. Ross Roy-BSF&D is the agency.*

$37,000,000 in Oil Account Shifts in 1960-'61

Account	To	From	Billings
Cities Service	Lennen & Newell	Ellington & Co.	$ 3,500,000
American Oil	D'Arcy	Joseph Katz Co. of New York	$5,000,000-$6,000,000
Mobil Oil (general petroleum)	Compton	Stromberger, LaVene & McKenzie	$ 1,000,000
Shell Oil (except institutional and chemical accts.)	Ogilvy, Benson	J. Walter Thompson	$11,000,000
Shell of Canada	Ogilvy, Benson & Mather	J. Walter Thompson	$ 1,500,000
Standard Oil of N. J. (institutional)	Needham, Louis & Brorby	Ogilvy, Benson & Mather	$ 1,000,000
Union Oil Co. of Cal. (broadcast only)	Young & Rubicam	Erwin, Wasey Ruthrauff & Ryan	$ 3,000,000
Continental Oil	Clinton E. Frank Inc.	Benton & Bowles	$ 3,500,000
Standard Oil of Indiana (institutional)	MacManus, John & Adams	Batten, Barton, Durstine & Osborn	$ 600,000
City Services (Canada)	Thornton Purkis Ltd.	E. W. Reynolds	$ 200,000
North Star (Canada)	Ogilvy, Benson	McConnell, Eastman	$ 200,000
Mobil Oil	Ted Bates	Compton	$ 6,000,000

Reeves Book on Ads Sells Bates Agency as Well as Theory

NEW YORK, March 2—Very few books can claim a pre-publication sale of $6,000,000.

This week it was no secret that a book, "Reality in Advertising," was the key to the move of Mobil Oil Co.'s $6,000,000 account to Ted Bates & Co., where the book's author, Rosser Reeves, is chairman of the board.

Nor has the book itself been much of a secret. Dozens of copies of an earlier and smaller version were sent to clients, prospects and friends of the agency. The March issue of *Esquire* carried an excerpt. Knopf will publish it April 17, at $3.95.

"Reality in Advertising" might just as well have been called "Reality at Bates," or "Reality as Rosser Reeves Sees It." For what the book is about, by and large, is the Bates-Reeves theory of advertising. It is a theory that has both adherents and imitators. It is the basis of the Bates claim that it has never lost a client, and it accounted for agency growth from $14,000,000 to more than $140,000,000 in a dozen years.

■ These are impressive qualifications, and "Reality in Advertising" is an impressive book. It is written without equivocation and without modesty. It has the ring of authority and the stamp of assurance in every sentence. This massive assurance is likely to upset a good many readers, who may find it startling that Moses was able to get along with ten commandments while it takes Reeves 36 chapters.

Here is a sample, from the chapter discussing the importance of "penetration," a primary Bates tenet:

"1. Changing a story has the same effect as stopping the money, as far as penetration is concerned.

"2. Thus if you run a brilliant campaign every year but change it every year, your competitor can pass you with a campaign that is less than brilliant—providing he does not change his copy.

"3. Unless a product becomes outmoded, a great campaign will not wear itself out."

■ Here are some other tenets:

• "The consumer tends to remember just one thing from an advertisement—one strong claim, or one strong concept.

• ". . . . You can actually decrease your competitors' penetration by using those advertising techniques and devices that increase your own."

The Bates agency is fond of thinking of itself as the Home of the USP (unique selling proposition). Readers are adjured to "think of a USP not so much as something you put into an advertisement. Think of a USP rather as something the consumer takes out of an advertisement."

Mr. Reeves is scornful of the Freudian hoax, on the ground that there are no couches for 180,000,000 people, and that "we have not reached the day when such research techniques can be applied to population masses." He is impatient with the "image" school of advertising. He stresses the importance of research, to analyze the claim and how it is interpreted by the public. He warns against the "vampire claim," or distraction which draws attention from the basic USP.

■ The book is studded with examples of Bates commercials, and after reciting how the Colgate Gardol invisible shield worked, Mr. Reeves can unabashedly say, "In an unforgettable way, and almost without words, these USPs were driven home to millions."

He says bluntly, "Advertising is the art of getting a unique selling proposition into the heads of the most people at the lowest possible cost."

And his principles are construed to be universally applicable: ". . . . They can be made to work for appliances, soft goods, gasolines, insurance companies or even the loftiest and most tenuous of institutional campaigns. All one has to do is apply them."

■ Finally, Mr. Reeves takes on J. Kenneth Galbraith. According to Mr. Reeves, one basic law is, "If the product does not meet some existing desire or need of the consumer, the advertising will ultimately fail," and from this he insists that "advertising does not synthesize desires. Desires synthesize advertising."

He has a cross word for the Federal Trade Commission, reporting that "this government body coerced the tobacco industry into making no claims about low-tar cigarets—regardless of whether or not these claims were true."

Mr. Reeves asserts that advertising is not to create new desires, or fill them with useless products: "The true role of advertising is exactly that of the first salesman ever hired by the first manufacturer—to get business away from his competitors. Or, as the economists phrase it, to 'shift the demand curve between products'."

■ Summing up, the Bates chairman insists that advertising needs "facts, not fables. It needs principles and not opinions."

"Unfortunately, our advertising awards are still based on opinion, supposition and esthetics; we still spend much of our $12 billion a year on wishful thinking. . . . ." #

'Great Polemic'

NEW YORK, March 2—Rosser Reeves' book, "Reality in Advertising," out this month, will carry a blurb from David Ogilvy saying, "One of the great polemics . . . I shall order 450 copies—one for each member of my staff and one for each client."

Bates, in the past a devotee of the thinking man's armpit-and-stomach-acid-school, has been moving in a new direction lately, acquiring Chase Manhattan Bank, Scott Paper and now Mobil Oil.

"All our clients," Mr. Reeves once said, "are package goods advertisers, sophisticated advertisers; they live by advertising. BBDO does advertising for U.S. Steel; that's fine. We call it 'board of directors' advertising."

JWT Promotes Lilien

Robert D. Lilien, formerly associate media director, has been named manager of the media department of J. Walter Thompson Co., New York. He succeeds Richard Jones, who was promoted to media director last year.

JUST OUT!

NEW 1961 AYER DIRECTORY

WITH COMPLETE RESULTS OF 1960 CENSUS

Inclusion of final U. S. Census tabulation makes this the most important edition of the Ayer Directory in ten years

118,000 changes • 1560 fact-filled pages • 500 new publications • 70 new, specially prepared maps

A reference library bound into one compact, easy-to-use volume! The N. W. Ayer Directory is recognized as the most authoritative single source of information on the newspapers and magazines of the United States and its territories, Canada, Bermuda, Panama and the Philippine Islands. 93rd annual edition—your one-volume authority for . . .

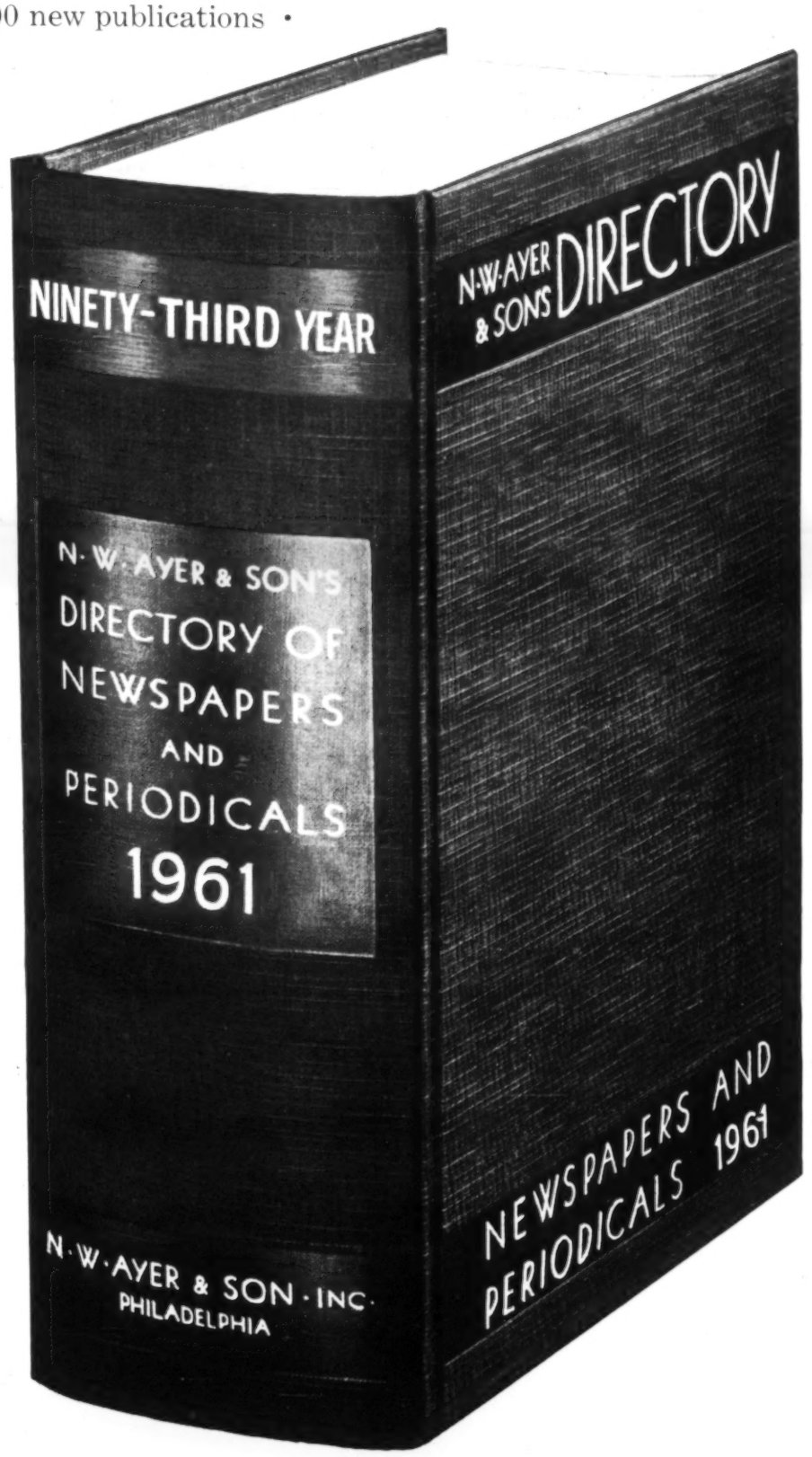
More than 21,500 publications—names, addresses, subscription prices, circulation figures, sizes and other vital information. The most complete directory of its kind in the United States and Canada. Facts and figures on about 500 new publications not included in the 1960 Edition.

Invaluable market facts on the U. S., Canada—statistical profile of North America. Data includes industries and agricultural products of every listed city and town, with banking information, motor vehicle registration, number of telephones and other valuable facts about larger market areas. Also, under each listing, such important information as available transportation facilities, distance from nearest larger community. And specially keyed airline and rail maps are provided for every state and province.

Special interest groups—publications appealing to groups with special interests, hobbies, foreign languages, religions, etc., are listed under these classifications.

Order your '61 Ayer Directory now! Still only $30, postpaid within U. S. A. Order from N. W. Ayer & Son, Inc., Dept. A, West Washington Square, Philadelphia 6, Pa.

A word of appreciation to those who ordered the 1960 Edition. Our sincere regrets to those whose orders came in too late to fill. Last year's edition was sold out earlier than usual despite the largest printing in history. Please order your 1961 copy as early as possible.



ENTHUSIASTIC USERS

Advertisers	Business Firms	Government Agencies
Advertising Agencies	Public Relations Counselors	Schools
Bankers	Publishers	Colleges and Universities
Brokers	Libraries	Market Analysts

Where they buy most...

NETWORK	3 NETWORKS SHARE OF AUDIENCE*
ABC-TV	37.4
NET Y	33.8
NET Z	28.8

*Source: 50 Market Nielsen TV Reports Jan., I & II. 4 weeks ending Jan. 22, 1961. Average Audience Sun. 6:30-11 PM Mon. thru Sat. 7:30-11 PM

they watch ABC most*

This documented fact of life is now guiding the country's smartest advertisers to the country's smartest advertising buy—ABC-TV.

The facts:

They buy most. In the market area covered by the stations in Nielsen's 50 Market TV Report†, 80% of all U.S. household goods and services are bought.

They watch ABC most. This area, coincidentally, is the largest Nielsen-checked area where viewers can view all 3 networks. How they divide their viewing favors in this huge market place is on plain view on your left.

As we said, where they buy most, they watch ABC most. It follows, therefore, that where *you* sell most, *your* best buy is

ABC TELEVISION

†Albany-Schenectady / Amarillo / Atlanta / Baltimore / Boston Buffalo / Cedar Rapids-Waterloo / Charleston-Huntington Chattanooga / Chicago / Cincinnati / Cleveland / Columbus Dallas-Ft. Worth / Des Moines-Ames / Detroit / Ft. Wayne-Waterloo / Green Bay-Marinette / Houston / Indianapolis Kansas City / Little Rock-Pine Bluff / Los Angeles / Memphis Miami / Milwaukee-Whitefish Bay / Minneapolis-St. Paul Nashville / New Orleans / New York / Norfolk-Portsmouth Oklahoma City-Enid / Omaha / Orlando-Daytona Beach / Peoria Philadelphia / Pittsburgh / Portland, Ore. / Richmond-Petersburg Sacramento-Stockton / San Antonio / San Diego / San Francisco-Oakland / Scranton-Wilkes-Barre / Seattle-Tacoma / South Bend-Elkhart / Spokane / St. Louis / Tulsa-Muskogee / Washington Wichita-Hutchinson.

The Editorial Viewpoint . . .

An Important Decision

The reversal by the United States Supreme Court of the judgments against Carl Byoir & Associates and 24 eastern railroads in the Pennsylvania trucking case is of major importance, not only to the public relations segment of business, but to advertising people as well.

The court reached its decision unanimously, and as ADVERTISING AGE's reporter said, it wrapped lobbying in a "public interest" cloak of unprecedented grandeur, even though it sharply criticized the ethics of public relations operators on both sides of the railroad-truckers dispute.

The important point for our purposes is that the court advanced in the strongest terms the opinion that representative government can't operate unless citizens can express their views freely, and that the Sherman anti-trust act cannot be so construed as to act as a brake upon that freedom of expression.

Among other things, the court's decision said:

"The right of the people to inform their representatives in government of their desires with respect to the passage or enforcement of laws cannot properly be made to depend upon their intent in doing so. It is neither unusual nor illegal for people to seek action on laws in the hope that they may bring about an advantage to themselves and a disadvantage to their competitors."

In the light of this and other language of the decision, it would appear difficult for the Internal Revenue Service or others to argue about the legality of advertising devoted to public interest messages, even though the point at issue in the recent advertising cases has not been action under the anti-trust laws but in terms of allowances for taxes, determination of utility rates, etc. When the Supreme Court ruled on advertising cases not too long ago, it held that lobbying was not to be encouraged; now it seems to have changed its mind.

It is narrow legalism to argue that lobbying and discussing public issues are essential to the operation of our kind of society, and then, to restrain or hobble such discussion by penalizing it in terms of tax reprisals.

We Need More Background

The actual retirement of Stanley Resor, after 53 years with J. Walter Thompson Co.—a period which practically spans the entire development of advertising agencies as we now know them—emphasizes again the almost total lack of "background" from which the advertising business suffers.

Mr. Resor—like so many of the pioneers of advertising—made practically no public appearances, and on the contrary went to almost hermit-like lengths to keep out of the public eye and the public prints. He built the largest agency in the world, but he remained an almost completely unknown figure outside the halls of J. Walter Thompson Co. He could have appeared at any agency or advertiser or media convention and been unknown to nine-tenths of those in attendance—not only in personal appearance, but also probably by name or reputation.

The advertising business is by nature a confidential business, and intimate details of strategy or contacts with clients cannot normally be disclosed. But it is a shame that more background and information—both reminiscence and philosophy—have not stemmed from those pioneers like Resor, Lasker, Rubicam and others who could contribute so much to a knowledge and understanding of this business of ours. In the case of Lasker, it is already too late; in the cases of Resor, Rubicam and a host of others, there is still time—and we hope they take advantage of it to record their experiences and their philosophies and their notions about advertising for posterity.

Fortunately, more present-day advertising leaders are vocal. They express their thoughts and their opinions more frequently in public, and consequently they will leave behind a good body of material which will be useful to practitioners and students in future years.

Airmail for Newspapers

Henry Zwirner, midwest director of Fairchild Publications, has just submitted a proposal to the postal authorities calling for the establishment of "air second class" rates of mail for newspapers which we believe warrants the most serious discussion.

Mr. Zwirner's thesis is that it does not cost the Post Office very much more (perhaps 25% more, by his calculation, when it uses the space-available method) and that publishers of daily and weekly papers carrying perishable news content would be pleased to pay a penalty of perhaps as much as 50% or more over existing second class rates to be given air service. In such an event, he argues, the postal establishment would benefit financially from rates considerably higher than the added cost.

We do not profess to speak for others; but for ourselves, we can only say that we would be delighted to pay a substantial premium to insure earlier, more regular delivery by air. And we are certain others would vote the same way.

Gladys the beautiful receptionist

—Bill Arter, Byer & Bowman, Columbus, O.

"He says he prefers to invest in pari-mutuel funds."

What They're Saying . . .

Lost Art

The art of what I can best describe as "Family Talk" seems to be dying out . . . When I look back to my own childhood on the farm, that seems to stand out as the best part of all.

Nowadays family members all seem to be too busy or too wrapped up in tv, to want to sit around and talk and share experiences. Today's youngsters are really missing one of the most wonderful parts of family life.

—From a letter reprinted in On the Maine St., a column in the Bangor, Me., Daily News.

Attention, Male Copywriters!

WOMAN—Symbol: Wo. Atomic weight=120. Occurrences: Found wherever a man is found, seldom in a free state.

Physical Properties: Generally rounded in form. Boils frequently, but may freeze at any minute. Melts when treated properly. Very bitter if not used well.

Chemical Properties: Disturbingly active. Possesses great affinity for gold, silver, platinum and precious stones. Violent reactions when left alone. Able to absorb great amounts of food. Turns green when placed beside a better-looking specimen.

Uses: Highly ornamental. Helpful as a tonic in acceleration of low spirits, etc. Equalizes the distribution of wealth. Is probably the most powerful income-reducing agent known.

Caution: Highly explosive when in inexperienced hands.

—From a January issue of Air Conditioning, Heating & Refrigeration News.

Of Marketing and Men

Robert Burns would be interested in knowing that exactly 98% of our best laid plans "gang aft agley." That's the percentage of failures among new product ideas. Moreover, most of those failures occur because of marketing miscalculations, as opposed to technical flaws. If you've built a better mousetrap, better turn it over to an advertising agency with a better way to catch people.

—From Take Five, publication of Keller-Crescent Co., Evansville, Ind.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Now that baseball training is on in earnest, Florida and Arizona tourist promotion is letting hungry fans know where they can see their diamond heroes loosening up in pre-season performances.

•

British televiewers were shocked by packing-house scenes in a Chicago documentary, and not all of the protests came from professed vegetarians, either.

•

Sports Illustrated defied all tradition by running an eight-page feature on Taylor Spink, publisher of *Sporting News*—which is roughly equivalent to the *Post* doing a lead article on Henry R. Luce.

•

Ezra Fitch's statement of 1913, declaring that customers of Abercrombie & Fitch must be satisfied, makes good reading now, and also recalls Marshall Field's earlier dictum, "The customer is always right."

•

It never rains but it pours. The electrical equipment companies which were assessed heavy fines after pleading guilty to price fixing are now being confronted with threats of suits by both customers and stockholders.

•

Public relations counselors breathed a sigh of relief when the Supreme Court decided to let Carl Byoir & Associates off the hook in those damage cases prosecuted so successfully in the lower courts by the truckers' associations.

•

This may not be a very severe recession, but the number of agencies and other advertising companies filing petitions in bankruptcy contributes to a rather convincing likeness.

•

In view of the brickbats Gov. Soapy Williams has been dodging since he began promoting "Africa for the Africans," he is about ready to decide that things back in Michigan weren't so bad after all.

•

The Hong Kong Tourists Assn. is running four-color pages assuring viewers of the tv show of the same name that their visit to the British crown colony will not be disappointing.

•

Gov. Luther Hodges, now Secretary of Commerce, expresses the opinion that nobody is doing much retail selling—"they're just sitting around."

And of course that's a wonderful way to prolong a recession.

•

Scandinavian Airlines System has coined a new word to describe the appeal of its travel planning folder by calling it not just tempting, but "temptatious."

•

Richard M. Scammon, the new director of the Census, has had wide experience in political polling, and chances are he came up with the right answers relative to the events of Nov. 8, 1960.

COPY CUB.

61 PERCENT

OF DELAWARE VALLEY'S

RETAIL SALES

ARE MADE

IN THE SUBURBS

The Philadelphia Inquirer delivers your advertising to 30% more suburban adult readers than does any other Philadelphia newspaper.

Sources: 1960 Sales Management Survey of Buying Power; Continuing Study of Adult Newspaper Readership by Sindlinger & Company, Inc. based on over 50,000 interviews, 1957-59. (Summary of 1959 study available on request.)

ELECTRICAL DESIGN NEWS

EDN

ELECTRICAL DESIGN NEWS

THE NAME'S THE SAME

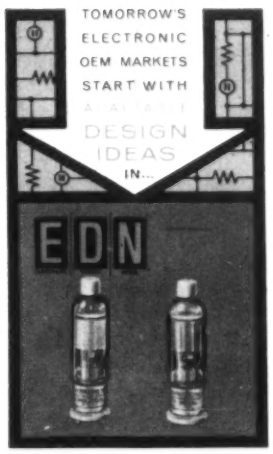
...we're just wearing it differently!

Our art director says this new signature is "...a natural symbolic contraction as a visual reference point."

Anyway, media charts for years have referred to us as EDN. Besides, the new design ties in nicely with our new open cover format. We think it's quite attractive, too.

So now Electrical Design News is EDN — or is it that EDN is now Electrical Design News? Either way, EDN is the only magazine *devoted exclusively to usable circuit design ideas* ... ideas that can be adapted, modified or transferred intact to solve our readers' electronic circuit design problems.

That's an editorial philosophy we'll never change.



Rogers Publishing Company

A SUBSIDIARY OF CAHNERS PUBLISHING COMPANY, INC.

BOSTON • NEW YORK • PHILADELPHIA • PITTSBURGH • CLEVELAND • DETROIT • CHICAGO • DENVER • LOS ANGELES

NBP BPA

Media Researchers Need More Data to Chart Economy: Frey

NEW YORK, Feb. 28—Agency media researchers and clients are in for some revolutionary skirmishes on the New Frontier, according to forecasts made by Dr. George F. Frey, senior account executive of Lionel D. Edie & Co., economic research company.

Speaking before the League of Advertising Agencies, Dr. Frey said media people must gird themselves for violent—yet progressive—economic "convulsions" and "disruption."

"Radical structural changes that will mount within the economy mean that media people must apply more data toward clients' marketing policies," he said. "And, if the data no longer apply, throw them away and start over. Change is coming that fast. To keep pace, media will have to combine economic, engineering, and marketing functions."

■ Dr. Frey said that key economic structural changes demanding media consideration included increased industrial outlays for research and development, which breed technological change—and new products—at a faster pace; a percentage boost in the 18- to 24-year-old population, whose lower relative incomes will help intensify the downgrading of product quality and price throughout the '60s; a shift in the international position of the U. S., with the opening of new markets; and a trend by U.S. business toward cutting the ratio of inventories to sales.

Dr. Frey said Edie & Co. blamed inventories, alone, for causing the present recession, "which is basically industrial in nature, nothing else. The economy is already starting to readjust itself."

■ He said future inventories ratios won't be much higher than one-to-one, otherwise manufacturers will be compelled to move into the inventory financing business, and give more help at point of sale.

Edie & Co. is anticipating a sharp "turnaround" in the economy between Easter and June 1. Indications are that the fourth quarter of 1961 will see a growth rate 5% higher than the first quarter, and that by 1965 the U. S. will swing still farther upward in "the most fantastic era of growth this country has ever seen." He said that, assuming the cold war continues, Edie & Co. did not foresee additional recessions in the 1960s. #

MGM-TV Appoints Three

Ernest Motyl, formerly an executive tv producer at J. Walter Thompson Co., has been named head of the New York office of the tv commercial and industrial division of MGM-TV, tv film producer-distributor, succeeding Les Roush, who resigned. MGM-TV also has named Arthur Zeiger, formerly assistant to the president of Broadcast Management, to the new post of assistant business affairs director on the East Coast and John B. Burns, formerly general sales manager, to the new post of vp in charge of tv sales.

Bowdler Elected Club Head

Stan Bowdler, Maclaren Advertising Ltd., has been elected president of the Vancouver Advertising Assn. Bill Tattersall, of McConnell, Eastman & Co., and Mrs. Kelly Young, CKWX, have been named vps.

Rosenbloom Opens N. Y. Office

Irving J. Rosenbloom & Associates, Chicago, has opened a New York office at 519 Madison Ave.

From "EXODUS FROM NEW ORLEANS," in the March 14, 1961, LOOK

Her age is six. Her skin is white.
Yet Yolanda Gabrielle has felt
the fury of a race mob—
a mob that jeered and jostled
and threw rocks because
her mother took her to school
...in New Orleans.
Sustained by her principles,
Mrs. Gabrielle gave up
her home, her friends, her city...
but *not* those principles.
Intolerance is a personal thing
in the story of a frightened child
and a brave, determined mother...
in the current LOOK,
the exciting story of people.

LOOK

PEOPLE ARE THE PURPOSE—PEOPLE ARE THE POWER

You See What's Happening At A Glance!

★ BOARDMASTER Visual Control Saves You Time, Money.
★ Gives Graphic Picture of Your Operations. Stops mixups.
★ Simple to Operate. Write on Cards, Snaps in Grooves.
★ Ideal for Sales, Production, Inventory, Scheduling, Etc.
★ Made of Metal. Compact and attractive. Over 500,000 in Use.

Full price $49.50 with cards

FREE 24-page Illustrated BOOKLET No. BG-20 Without Obligation

Write or Call Wisconsin 7-8444

GRAPHIC SYSTEMS, Box 267, Yanceyville, North Carolina

(New York Office: 55 West 42nd Street, WIsconsin 7-8444)

McCoy Named Ad Manager

Clayton Mark & Co., Evanston, Ill., manufacturer of water well supplies, pumps, fittings, and tubing, has appointed James J. McCoy Jr. advertising and sales promotion manager. Prior to joining Clayton, Mr. McCoy was an account supervisor at Fuller & Smith & Ross, Chicago.

'Advance-News' Sold

Advance-News, Nappanee, Ind., has been purchased by Joseph W. Zally and Donald E. Nichols Jr., both formerly of the Chicago office of O'Mara & Ormsbee, publishers' representative. The weekly was purchased from Rita Myers, widow of the late Tom Myers, who died last December.

DO IT YOURSELF—*American Dairy Assn. offers a Lazy Susan set as a premium in this full-color spread in March McCall's.*

Dairy Assn. Pushes Cottage Cheese in 'McCall's' Spread

CHICAGO, Feb. 28—To increase sales of cottage cheese, American Dairy Assn. is offering consumers a four-piece plastic Lazy Susan set for $2 with proof of purchase of any brand of cottage cheese. Medium of the offer is a full-color spread in March *McCall's*.

Order forms for the set, which is valued at $4.95, are also available at food stores and from dairy delivery men. Campbell-Mithun, Chicago, is the agency.

■ Tying-in with cottage cheese to promote their own products, the following organizations will run ads in March issues: Cling Peach Advisory Board, four-color pages in *Better Homes & Gardens, Good Housekeeping* and *McCall's;* California Ripe Olive Advisory Board, four-color ads in *Good Housekeeping* and *Sunset;* California Prune Advisory Board, four-color ads in *Good Housekeeping* and *Ladies' Home Journal;* Pacific Coast Canned Pears, page in March 25 issue of *TV Guide;* and Dole Pineapple, ads in *Better Homes & Gardens, Good Housekeeping,* and *True Story.* Dole also will run a tie-in ad in April *McCall's.* ≡

'Show Business Illustrated' to Make Debut This Fall

Show Business Illustrated is the name of the new publication which will be brought out this fall by *Playboy*, Chicago (AA, Feb. 27). It will have an initial circulation of 350,000. Advertising rates and the frequency of the new magazine have not yet been determined. It will sell for 50¢ a copy and will have a full-color, slick-paper format.

The magazine will cover news and reviews of movies, legitimate theater—both on and off Broadway, LP record releases, nightclub acts, major new television shows and series, and key happenings in concert, opera and ballet.

Pennsalt Promotes Ott

Pennsalt Chemicals Corp., Philadelphia, has appointed Edwin M. Ott manager of marketing planning. Mr. Ott joined Pennsalt's market research department in 1940.

City of Calgary to McConnell

City of Calgary, Ont., has appointed McConnell, Eastman & Co., Toronto, to handle advertising for its industrial development department.

Stanley Aviation Names Ball

Stanley Aviation Corp., Denver, has appointed Ball & Davidson, Denver, to handle its recruiting advertising.

Nielsen Station Index now measures tv viewing of all stations in U.S.

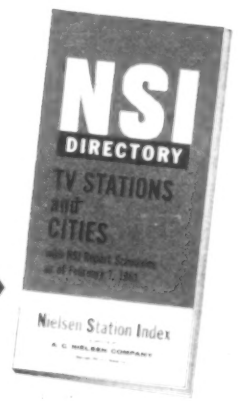
NSI *reports tv use seasonally...market by market...station by station...with time-period totals, ratings, audience composition, and other significant performance data.*

Launched in 1954 in only a handful of major markets, NSI now measures continental U.S. in its entirety. So comprehensive is today's NSI service that it warrants its own Directory of Tv Stations and Cities.

This brand-new reference cross-indexes more than 560 U.S. tv stations now in operation, their 300 home cities, and the 200 NSI Report books in which the station audiences are reported.

NSI *is the only validated source of station audience facts. In addition, it is the most complete and comprehensive audience measurement service...*

providing reliable information for broadcast advertising decisions



Ask for your complimentary copy of NSI Directory of Tv Stations and Cities

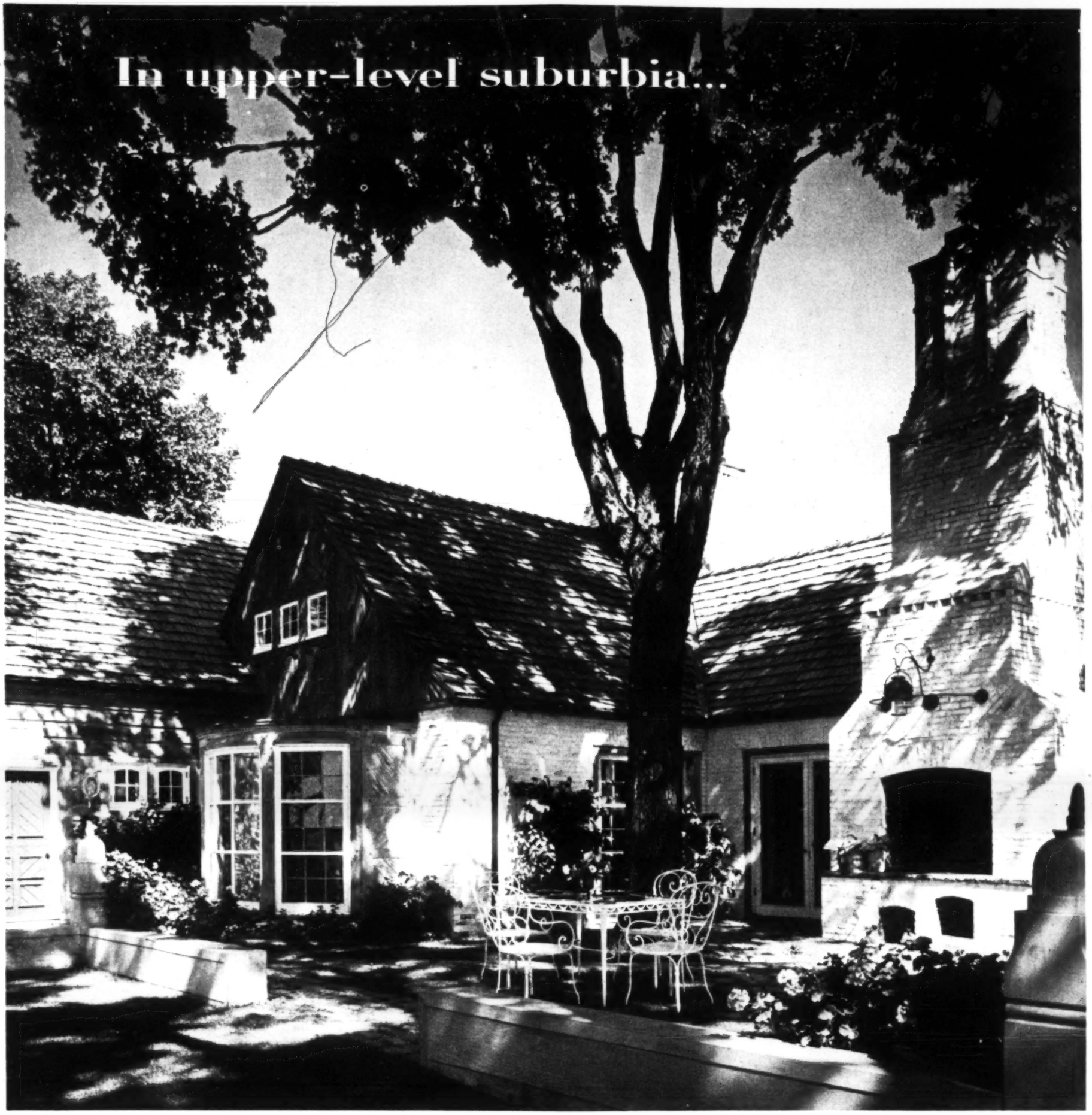
Nielsen Station Index

a service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

FOR ALL THE FACTS
CALL . . . WIRE . . . OR WRITE TODAY
CHICAGO 1, ILLINOIS
360 N. Michigan Ave., FRanklin 2-3810
NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020
MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 1-7700

NSI is a Registered Service Mark of the A. C. Nielsen Company. 1064



They rely on House & Garden

The family living in this house knows about the pleasures of the outdoors, and the comforts of the city because where they live—in "Upper-Level Suburbia"—they have the best of *both*. Their home combines the warmth of a glowing wood fire on a blustery winter night with the latest in color TV...built-in wall ovens.

It takes a higher income to live well in "Upper-Level Suburbia," and they have this. But *more* than money, it takes *knowing*. They know about fine fabrics...best wines...beautiful china. They're interested in knowing everything about decorating and furnishing and landscaping, and their tastes are way above average.

Well over 830,000 families trust House & Garden's taste, its information, its guidance. Indeed, House & Garden serves "Upper-Level Suburbia" *best*. This is why so many top-ranking companies are flocking to H&G. This is why, *today*, H&G represents one of the most exciting and profitable markets for advertisers of quality home products. No other magazine—of all magazines published—reaches as high a concentration of suburban circulation as House & Garden!*

Sell this market, and it will work for you. It is a very special near million, among all magazine millions ...a richer, more active quality market. *STARCH 1960

NOW AVAILABLE—a close-up view of upper-level suburbia, in a revealing new series of community profiles, beginning with Darien, Connecticut. For your free copy, contact the office nearest you.

Upper Level Suburbia

House & Garden—*FIRST in America's First market—"Upper-Level Suburbia!"*

A CONDÉ NAST PUBLICATION, 420 LEXINGTON AVE., NEW YORK 17 • BOSTON • CHICAGO • CLEVELAND • LOS ANGELES • MIAMI

"You mean to stand there, Al, and tell me one man buys for this CPI* plant?"

ONE KIND OF MAN DOES . . . *the technical decision-maker*. He is the essential buying force behind the materials and equipment that go into this exciting computer-controlled multi-million Monsanto Chemical's plant.

THE TECHNICAL DECISION-MAKER will make most of the $55.3 billion buying decisions for new plant and equipment and raw materials this year in the *Chemical Process Industries. His engineering training qualifies him to do this. His specialized responsibilities carry with them an enormous obligation, not only to buy . . . but to buy with knowledge and skill. *(See "CPI Buying Patterns," a new study by Universal Marketing Research, an Alfred Politz affiliate. Ask your CE representative.)*

YOU WILL FIND it sales-satisfying to cultivate *the technical decision-maker*. His eyes are open, his ears are alert, and certainly he's your kind of man, too . . . because he's the pivot point between technology and profits here in the CPI. Personalize your advertising to him in his own and only publication . . .

CHEMICAL ENGINEERING

A McGRAW-HILL PUBLICATION 330 W. 42d ST., NEW YORK 36, N. Y. ABP ABC

MONSANTO CHEMICAL'S BARTON PLANT . . . this tremendous amonia operation is the first chemical plant in the country to use direct, on-line computer control of an over-all chemical process. The equipment, itself, stretches about 300 yards and is regulated by a single computer in the master control room.

Honoring the Minds that meet the Challenge of the '60s...

IRE remembers the MAN

. . . for advancements in radio-electronics

To scientist J. W. Gewartowski, not yet 30, goes the *1960 Browder J. Thompson Memorial Prize Award* for his paper, "Velocity and Current Distributions in the Spent Beam of the Backward-Wave Oscillator." IRE is proud to honor him for this technical contribution, and to salute all who, in this challenging decade, work for the advancement of electronics and apply it to the betterment of our lives.

Your company, too, has to meet the challenge of the '60s in the vast radio-electronics field; to do so, it too must "remember the man"—must reach the top-level minds who control purchasing for electronic equipment, components and supplies. 65,243 (ABC) of them read **Proceedings** every month—ACT on what they read. Present your company's facts in **Proceedings**—and watch the reaction!

J. Gewartowski

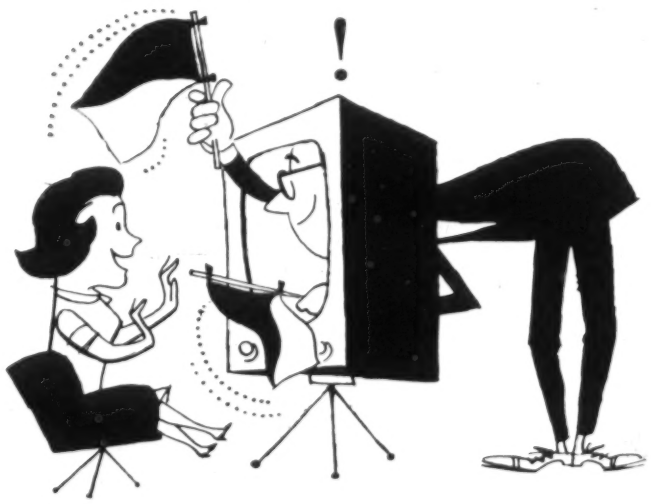
For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE • The Institute of Radio Engineers

Adv. Dept., 72 West 45th St., New York 36, N. Y. • MUrray Hill 2-6606 BOSTON • CHICAGO • MINNEAPOLIS • SAN FRANCISCO • LOS ANGELES

One station, KOIN-TV, carries the strongest signal to people in Portland, Oregon and 33 prosperous surrounding counties. That's important. But even more important is the enthusiastic reception this signal receives from people who depend on KOIN-TV's high standards of programming. That's the *most* people in this powerful purchasing market. Check the latest Nielsen for proof*.

KOIN-TV persuades people in Portland!



* Highest ratings and widest coverage . . . 7 of every 10 homes in Portland and 33 surrounding counties. KOIN-TV—Channel 6, Portland, Oregon.

One of America's Great *Influence* Stations. Represented Nationally by CBS-TV Spot Sales.

Getting Personal

Extracurricular: **Elliott V. Bell,** editor and publisher of *Business Week*, has been appointed by President Kennedy to be one of the 21 members of the newly formed advisory committee on labor-management policy . . . **William J. Adler,** an account executive with Kenyon & Eckhardt, has been appointed to the New York Youth Board. He is also secretary of the New York City Committee of Industrial Leaders for Youth which he helped found . . . **David Ogilvy,** president of Ogilvy, Benson & Mather, has been elected to the board of the Foreign Policy Assn.-World Affairs Center, a nonprofit organization for "citizen education and constructive participation in world affairs." He's also a director of the New York Philharmonic Symphony Society. . .

David Ogilvy

In its Dec. 19 "Getting Personal" column, AA reported the story of **Lee Adams,** ad director of *Popular Science*, losing his hat in one restaurant and getting it back in another. The tale was retold in a Wallachs ad recently, followed a few days later by a second ad with a second hat story, this one of sinister nature: it seems the hat of **Mike Griggs,** vp of BBDO, disappeared one night from a train rack and in its place a rather tired Tyrolean hat appeared. Next morning an unidentified man telephoned to say he had Mike's hat (identified by the business card in the lining) and would swap it in Mike's office. At noon, the man called again to report the hat had just been stolen in a restaurant. That night, Mike left the Tyrolean in his office; next morning it was gone. Now the question is, as the Wallachs ad asks: "Was the whole thing carefully planned? Is the same man now wearing both hats?" . . .

OUT OF THE WOODS—*When avid amateur golfer Charles S. Winston Jr., general manager of Foote, Cone & Belding's Chicago office, celebrated his 15th anniversary with the agency he was presented with a two-and-a-half foot high golf ball tree that had sprouted 35 would-be birdies. Secretary Bette Vollmann shows him one of 15 king-size congratulatory cards he also received.*

Abner Sideman, vp of Cowles Magazines, is chairman of the Joint Defense Appeal's publishers division for the second consecutive year. The division's annual dinner March 16 will pay tribute to **Herb Mayes,** editor of *McCall's*, and **Frank** and **Samuel Slaff** of the Luzerne County News Co., Wilkes-Barre, Pa., for their "outstanding services to the cause of human rights" . . .

Walter Sullivan, media supervisor of Doyle Dane Bernbach, most closely guesstimated total paid attendance at all National Football League games during the '60 season and thereby won 100 silver dollars. Spencer Advertising Co., advertising representative for the league's programs, sponsored the contest . . .

Hugh F. Smith, circulation manager of the *New York Journal-American*, has been named Hearst Circulator of 1960. He gets $1,000 along with the title . . .

New arrivals: **Larry C. Varvaro,** account exec with Richard K. Manoff Inc., and wife Shirley are celebrating the birth Feb. 6 of their first son, second child, Paul Lawrence. Mrs. Varvaro was at one time in the promotion department of the *New York Times* . . . **William Knobler,** in the research department of Reach, McClinton & Co., New York, has a new daughter, Sheri, born Jan. 26 . . .

Elizabeth Leggett and **Barry Williams** of Compton Advertising, are planning a May wedding . . . Gretchen Schneckenburger and **Robert Werts,** of Foote, Cone & Belding, New York, were married Feb. 18 . . .

John J. Veronis, vp and ad director of *American Home*, reports that February was a fraternal month. During the month, he not only was inducted into the William H. Johns chapter of Alpha Delta Sigma, national advertising fraternity of the Baruch school of City College, but on Feb. 1 he also was initiated into the fraternity of paternity when his wife Sally presented him with their first child, a 6 lb. daughter, Jane . . .

Norman Weiner, vp of Fred Kopp Advertising Art, Los Angeles, and Ann Kerman, fashion designer of Koret of California, were wed Feb. 5, and are on a 'round-the-world honeymoon. . .

Big D makes th
Big Difference
in
FUN

PROBLEM:
Drewrys Beer needed the appetite appeal and package identification imparted by full-color magazine reproduction, BUT ONLY IN SELECTED MARKETS WITHIN THEIR DISTRIBUTION AREA!

DREWRYS BEER

Some beers are too heavy

...Some beers are too light

...**Big D** is always just right

MORE FLAVOR, LESS FILLING

Drewrys Limited U.S.A. Inc., South Bend, Indiana

SOLUTION: Home Edited Gravure Magazines...like the Indianapolis Star Sunday Magazine in Indianapolis

Drewrys' distribution area encompasses five states in the Midwest. There are 11 major markets in these five states served by a locally edited magazine — like the Indianapolis Star Magazine. Each offered full-color magazine reproduction plus the reach and penetration of newspapers. Drewrys merely matched up these magazines to the four markets they desired.

Only locally edited magazines offer regional and national advertisers full-color magazine reproduction in 5,851,749,684,520,334,682,271,908,086,030,848,019,660,800,000,000 different major market combinations. Use them as your tactical ad force in 40 major markets.

The Indianapolis Star Sunday Magazine is a member of the Locally Edited Gravure Magazines listed below. It is also a member of Metropolitan Sunday Newspapers (Sunday) and is one of the 54 individual Home Edited Gravure Magazines serving 40 of the nation's leading markets.

AKRON BEACON JOURNAL • ATLANTA JOURNAL AND CONSTITUTION • COLUMBUS DISPATCH • DALLAS TIMES HERALD • DENVER POST • HOUSTON CHRONICLE • INDIANAPOLIS STAR • LOUISVILLE COURIER-JOURNAL • NEWARK NEWS • NEW ORLEANS TIMES-PICAYUNE • PHOENIX ARIZONA REPUBLIC • PITTSBURGH POST GAZETTE & SUN TELEGRAPH • ST. LOUIS GLOBE-DEMOCRAT • TOLEDO BLADE • WASHINGTON POST TIMES HERALD

Ad Control Laws Are 'Certain,' Professor Warns

EUGENE, ORE., Feb. 28—Legislation is certain to come to the advertising industry, and admen would do well to work with legislators for laws that will provide regulation satisfactory to all.

This advice, from Dean Richard Lindhqlm of the University of Oregon school of business administration, was given at a meeting of the Eugene Advertising Club.

Madison Ave. has become "very nearly as dirty a word today" as Wall Street was in the late '20s and '30s, he said, and just as regulatory legislation came to the financial field, it will come to the advertising field.

Unless admen work with lawmakers, the ad industry may find "witch hunts" under way and, ultimately, excessively restrictive controls on advertising, Dean Lindholm said.

Part of the current criticism of advertising should be taken very seriously, the speaker said. "The faults that are pointed to in such books as Vance Packard's 'The Waste Makers,' or that were developed out of the tv hearings, or that are talked about by economists when they look at the large portion that advertising represents in consumer prices of certain products, are related in very nearly all cases to the activities carried out on the fringes of the profession. In many cases the faults are due to advertising people giving in to the pressures placed upon them by producing people and by others very interested in protecting a certain private advantage.

■ "This was, as I see it, also largely the situation in Wall St. The result was that the abuses developed until regulatory legislation was passed in the public interest," he said.

"In advertising today the situation is not unlike that faced in the financial industry some 30 years ago. You also have the choice, and the choice made must be based on the realization that the government represents the people. The government has the right and will always be very much concerned with the continued effectiveness of our free private enterprise system.

"Advertising plays a very important role in the functioning of our private enterprise system," Dean Lindholm said. "This role must be properly performed and it generally is. But in certain situations the role would be greatly improved if the law of the land would assist the advertiser in doing what he knows is right but which he cannot do because of certain types of pressures that develop." #

French Launches New Push

R. T. French Co., Rochester, N. Y., will tie in its mustard products with Easter hams in a new "Glaze of Glory" promotion. French's mustard will be featured on eight daytime CBS-TV shows. J. Walter Thompson Co., New York, is the French agency.

Schaechter Moves Offices

Schaechter Advertising Co., East Hartford, Conn., has moved to new offices at 34 Connecticut Blvd.

Hammer Moves Offices

Hammer Co., Hartford, has moved to new quarters at 50 Farmington Ave.

'Free Press', Women's Adclub Sponsor Essay Competition

The *Detroit Free Press* and the Women's Advertising Club of Detroit are again this year inviting high school students throughout the state interested in advertising to submit entries in an essay competition. Essay title for this year's competition is "Advertising, A Force for Democracy." Top prize will be an expense-paid trip to Washington. Winners in the state contest will be eligible for entry in a national competition.

'Water & Wastes Digest' Will Begin in June

Scranton Publishing Co., Chicago, will begin publication of *Water & Wastes Digest*, a monthly, in June. The publication will be designed for officials of smaller municipalities. Scranton also publishes *Water & Sewage Works* and *Industrial Water & Wastes*. Initial circulation of the new publication will be 30,000. A b&w page on a 12-time basis will cost $410.

Grant Labs Sets New Push

Grant Laboratories, Oakland, Cal., manufacturer of house and garden products, has kicked off a new campaign for its line of products in magazines and newspapers. Grant will use *Family Circle* and *Sunset Magazine* and insertions in nine newspapers in seven California cities. Cappel, Pera & Reid, Orinda, Cal., is the agency.

Lenkurt Boosts Keeton

Lenkurt Electric Co., San Carlos, Cal., has appointed Thomas N. Keeton advertising manager. Mr. Keeton joined Lenkurt last August as assistant advertising manager.

QUINCY, ILL.

HUB OF AN ISOLATED TRI-STATE MARKET

Qualifies as a Major Midwest Test Market

The industrial city of Quincy, center of a rich agricultural, grain, dairy, and stock-raising section. 19 counties of west-central Illinois, northeast Missouri, southwest Iowa. Hub of 330,000 retail market area. Important wholesale distribution point. Excellent merchandising support of national schedules.

ONE NEWSPAPER WIDE

Member St. Louis and Illinois Interurbia Group.

THE QUINCY HERALD-WHIG

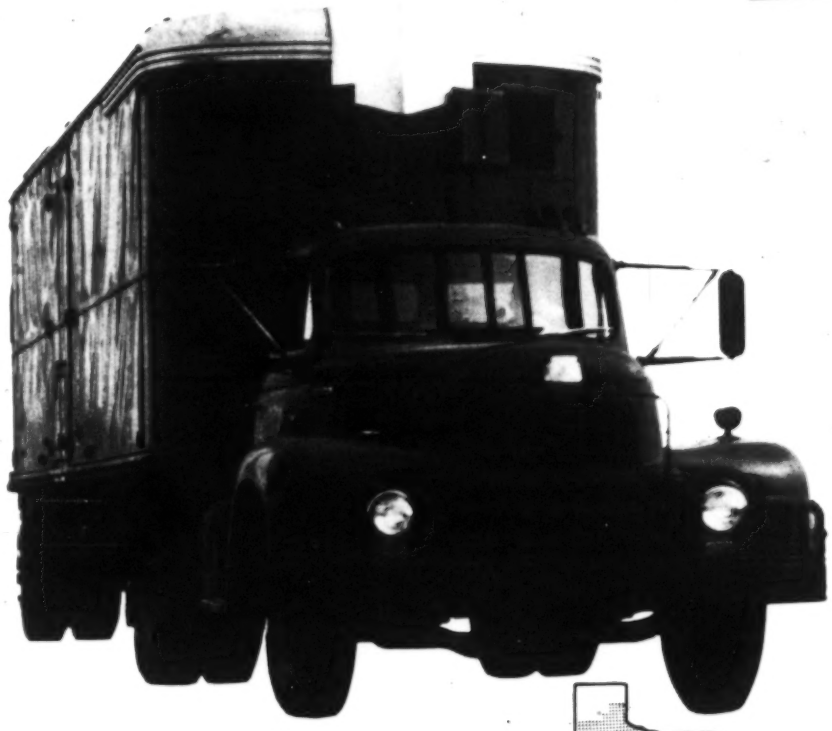
HAL CULP, Advertising Manager • Phone BA 3-5100

"Represented by the John Budd Co."

50,111 ABC CITY ZONE POPULATION

ONE-FOURTH OF ALL TEXAS BUSINESS IS DONE IN THE FORT WORTH MARKET. The 100-county Fort Worth Market is the richest single market in the Southwest. 25.3% of the entire state's Retail Business is done in this area. 23.9% of all the state's Households are concentrated here, also. Effective Buying Income is $4,160,761,000, or 26.5% of Texas' total E. B. I. The Fort Worth Star-Telegram covers this vast, rich, market as no other single medium, almost 40% daily family coverage (86.8% in Metro Fort Worth alone.).

To Really MOVE Merchandise in the Fort Worth Market, you need the FORT WORTH STAR-TELEGRAM



JUST OFF THE PRESS: "Analysis of the Fort Worth Market and Newspaper Coverage," 62-page comprehensive market study brochure. Send for your free copy today!

FORT WORTH STAR-TELEGRAM

Amon G. Carter, Jr., Pres. & Nat'l Advertising Director
Ralph D. Ray, Nat'l Advertising Manager

LARGEST COMBINED DAILY CIRCULATION IN TEXAS

without the use of schemes, premiums or contests
"Just a good newspaper"

SOURCES: Sales Management, U. S. Census, ABC White Audit, 3/31/60

Fastest Draw in the West

(East)
(North)
(South)

For most of America's television viewers the enchanted frontier of the old West casts a never-ending spell. They watch Westerns in greater numbers than any other kind of television program.

Today four of the six most popular shows in television are Westerns, and three of the four can be found on the CBS Television Network. In fact, for more than three years one of our Westerns ("Gunsmoke") has consistently drawn the biggest nationwide audiences in television.

Not every advertiser, however, is interested in Westerns. Depending on his product or marketing objectives, a comedy or a drama or a mystery may bring him better results. To him, the crucial test is: *How well is the network doing with the kind of programming he wants to sponsor?*

The advertiser who applies this test will find that the CBS Television Network *attracts the biggest average audiences in every category of entertainment.* And it achieves this remarkable record with *the most evenly balanced schedule in network television.*

THE NIELSEN RECORD FOR ALL REGULARLY SCHEDULED NIGHTTIME PROGRAMS, OCTOBER 1960–JANUARY 1961

PROGRAM CATEGORY	CBS		Network B		Network C	
	%	RATING	%	RATING	%	RATING
COMEDY	26	20.2	20	18.8	10	16.7
DRAMA	13	16.3	0	–	8	13.6
VARIETY & PERSONALITY	18	21.0	6	15.3	21	18.5
WESTERN	12	25.6	21	20.6	28	22.5
MYSTERY & ADVENTURE	20	19.8	47	18.6	23	14.7
NEWS, PUBLIC AFFAIRS, SPORTS	11	14.0	6	9.9	10	14.2
TOTAL NIGHTTIME	100	19.7	100	18.3	100	17.7

% of schedule time. **RATING:** Avg., 8 natl. repts., AA, 6-11 pm. Program names on request

There are *two* important points to keep in mind: One, you will not find *as many* Westerns on the CBS Television Network as you will elsewhere, but you will find *the best.* Two, it is this ability to produce the best entertainment of every kind that continues to attract television's largest audiences.

CBS TELEVISION NETWORK

The CLIPPER Creative ART SERVICE
Give it a Chance!
Here is the one art and layout service that provides ALL OF THE TOOLS for effective layouts from idea to completed paste up.
$1.00 to cover mailing cost brings you Free
—The Complete Current Issue
This issue is yours to use and keep, with no strings attached — our way of saying "try it and benefit". No obligation. No salesman.
Due to its expense, this opportunity must be limited to those who have not received a free issue in the last six months.
Attach one dollar to letterhead and mail today to
MULTI-AD SERVICES, INC. • 124 WALNUT STREET • PEORIA, ILLINOIS

Surviv-All Kit Tested

A food survival package is being market tested with newspaper ads in Jacksonville, Fla., by Surviv-All Inc. The package contains a multi-purpose food made by General Mills, 14 pints of vacuum-packed drinking water, vitamins, and utensils—enough for 14 days' use in case of an atomic attack. The unit weighs "about the same as a good-size turkey" and sells for $5. Advertising was placed by the Hardy & Rockwell division of Jones, Brakeley & Rockwell, New York, public relations concern now handling the account.

January Newsprint Dips

Total estimated newsprint consumption in the U.S. for January dipped slightly to 563,237 tons from the record high of 575,519 tons set in January, 1960. Members of the American Newspaper Publishers Assn., during January, 1961, consumed 422,428 tons, a decrease of 2.1% from the 431,639 tons consumed in January, 1960.

Tanton Joins Ellington

Chuck Tanton, formerly with McCann-Erickson, has joined Ellington & Co., New York, to handle the Northam Warren account.

deas *that sell at the point of sale*

Your *pay-off* advertising at the point of sale can be made more effective through CSP's complete service. We do the whole job . . . create, design, produce . . . a single display or a year-round program. We produce displays of every kind, plastic, cardboard, metal, cloth or you name it, including complete dealer kits. Whatever your product or market, we can do the *whole* job—from idea to distribution—better! For new brochure packed with ideas that sell, write us. 2635 North Kildare, Chicago 39, Ill.

CHICAGO SHOW PRINTING COMPANY
NEW YORK • CHICAGO • DETROIT
and other principal cities

CONOCO
Conoco "branding iron" display with realistic color, motion and illumination. Arm moves, "red-hot" Day-Glo iron flashes. A double award-winner, but more important, a spectacular traffic-stopper!
The MAN BEHIND THE BRAND
FIRST AWARD
CFAC·POPAI
by CSP

INCREASE YOUR GAS MILEAGE

VICKERS
OR VICKERS FILLS YOUR TANK FREE!
YOU BE THE JUDGE!
HERE'S WHAT VICKERS WITH ANES-ALL DOES FOR YOUR CAR!
YOU ARE A VICKERS VALUED CUSTOMER!
VVC

PROMISE—*This red & black newspaper ad of Vickers Petroleum Co. makes and explains the company's offer.*

Vickers Gas Ads Offer More Mileage or a Free Tankful

WICHITA, Feb. 28—Vickers Petroleum Co. will use large two-color and b&w ads in 30 newspapers in its Kansas-Missouri-Iowa-Nebraska marketing area during the six weeks beginning April 2.

The campaign features what the company calls the "strongest selling themes and product claims in the history of the industry."

"Increase your gas mileage—or Vickers fills your gas tank free" is the promise made by the Vickers Mileage Increase program ads. There will be three insertions—one two-color ad and two b&w ads—during the period. Some of the newspapers are weeklies. Radio and television ads will reinforce the initial push.

The customer is required to buy three tankfuls of at least eight gallons of Vickers gasoline to be eligible for the free tankful offer. If, after the three tankfuls, he has not increased his mileage, as recorded by a special "meter" given free with the first purchase, the Vickers dealer fills his tank without charge.

■ The campaign strategy, with a secondary "Vickers Valued Customer (VVC)" theme, is based on a recent brand preference survey reportedly showing that (1) more mileage; and (2) good performance are the two major reasons for preferring one gasoline brand over another.

An all-inclusive pr, sales promotion, sales training and merchandising program accompanies the advertising drive.

About 90% of the company's market is in Kansas.

Lago & Whitehead, also in Wichita, is the agency. Account executive is William F. Walker, former pr manager of Vickers, who brought in the account when he joined the agency last October. Rogers & Smith, Kansas City, formerly handled the account. ≡

Marhoefer Renames Poorman

Marhoefer Packing Co., Muncie, Ind., has returned its account to R. J. Poorman & Associates, Muncie, after three and one-half years with Ruben Advertising Agency, Indianapolis. Poorman lost the account, which bills an estimated $100,000, to Ruben in 1958.

175,000 Stores Set for BNF

A record of more than 175,000 retail stores will participate in this year's Brand Names Week, May 4-14, according to Brand Names Foundation.

San Francisco Chronicle

THE VOICE OF THE WEST

LARGEST DAILY CIRCULATION IN NORTHERN CALIFORNIA

LATEST AUDITED FIGURES FOR SAN FRANCISCO

	NEWS-CALL BULLETIN	EXAMINER	Chronicle
4TH QUARTER 1959	212,351	279,481	263,430
1ST QUARTER 1960	212,397	274,878	269,823
2ND QUARTER 1960	204,077	276,913	273,913
3RD QUARTER 1960	196,581	279,981	280,278

SOURCE: *Comparison of quarterly circulation figures as contained in A.B.C. Audit reports for 12 months ending September 30, 1960.*

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.

431 S. Dearborn St. • Chicago 5, Illinois

Insurance Vending Machine Gets Print, TV Ad Push

A vending machine that dispenses a $7,500 land travel insurance policy on payment of $1 has been shown in New York by Policy-Matic Corp. of America, Atlanta. The machine—called Policy-Matic—will be promoted via ads in *Coronet*, *Life* and *Sunset Magazine*, 38 spots on five weekends on "Monitor" (NBC Radio) and No. 50 outdoor showings in about 50 cities. Daniel & Charles, New York, is the agency.

Policy-Matics will be installed by Decoration Day in service stations, railroad and bus terminals, hotels, motels and supermarkets. Policies—available to people between 25 and 70—will offer $7,500 for death or dismemberment, plus $500 in medical and hospital expenses, and will cover holders during one week of travel on land. Policies are to be underwritten by the Beneficial Standard group of insurance companies.

Texas Official Calls for $300,000 Tourism Ad Budget

Houston Advertising Club members have been told by Tom H. Taylor, director of the Texas highway department's division of travel and information, that an appropriation of $300,000 to advertise Texas would offset last year's decline in tourist traffic and trade. Texas tourist trade has dropped 20% in the last four years, he reported, while national tourist expenditures have risen 20%.

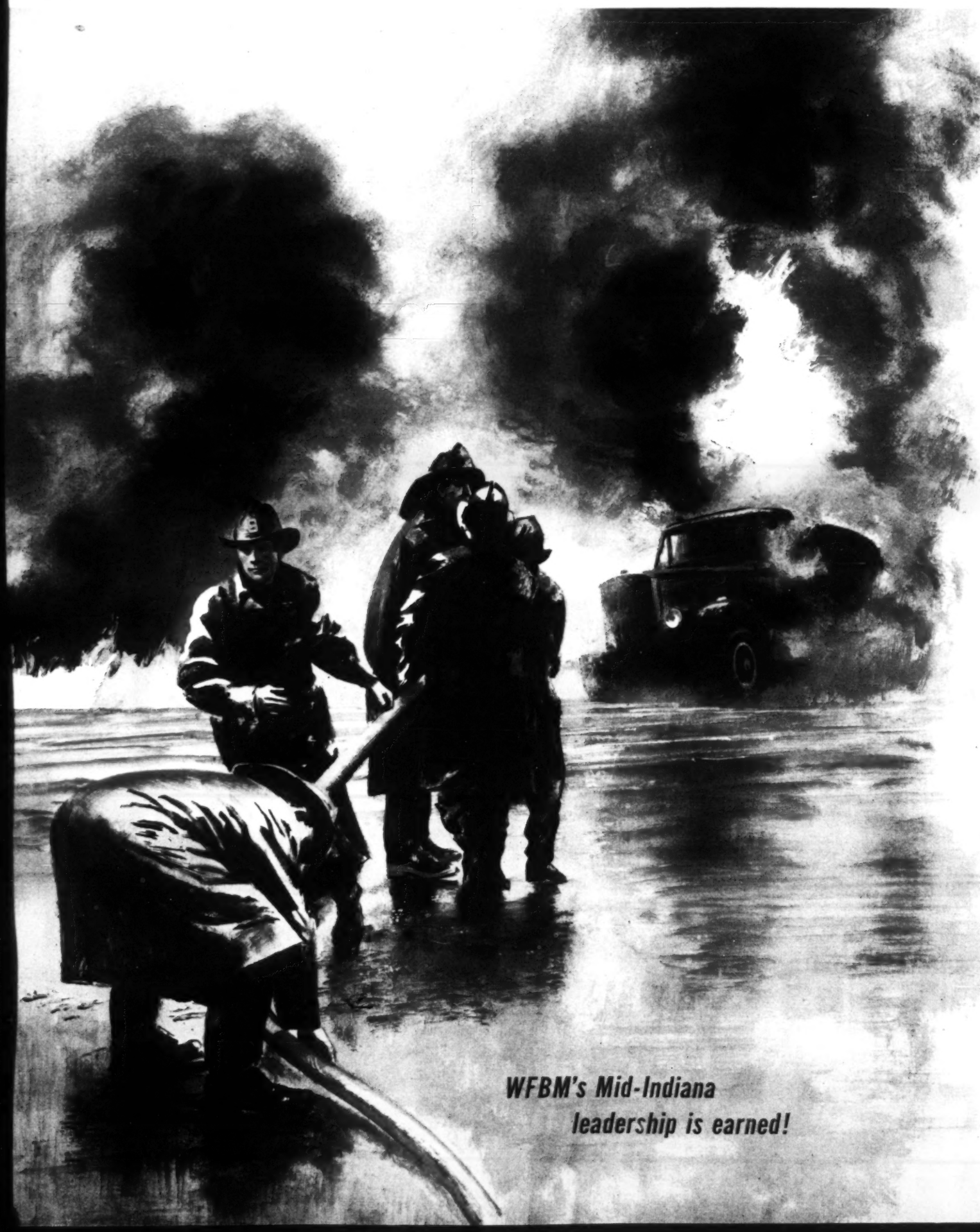
Mr. Taylor said "all of the legislators" that he has talked to are in favor of the appropriation, but point out that the state is about $100,000,000 in the red. Voters two years ago approved a constitutional amendment permitting the state to spend money to advertise its attractions.

Evans Rule Introduces New P-O-P Display Program

Evans Rule Co., Elizabeth, N.J., has introduced a new point of purchase display program for hardware and lumber dealers, which offers a series of cash rental payments to retail dealers in the continental U.S. who exhibit the Evans new "Fast Turnover" display fixture. Under the new plan, dealers who contract to place the "Fast Turnover" display in their stores will receive rental payments every six months for a period of three years. The payments will total $24 or $36 over the term of agreement, depending on the contents of the display which the dealer selects.

Daisy Names Ramsey to Handle StaDri Boot Account

Daisy Mfg. Co., Rogers, Ark., has appointed L. W. Ramsey Co., Chicago, to handle advertising for its new StaDri Boot Co., Killeen, Tex. Daisy recently acquired certain assets of the Ranger Boot & Shoe Co., Killeen.



News sponsored before it happens- on WFBM

Eckrich renews "blank check" news contract for third year!*

Wherever or whenever BIG news breaks in Indiana, WFBM keeps Hoosiers in touch with events *as they happen*. Eckrich likes WFBM's exclusive "news beats" . . . knows WFBM's mobile radio and television units will be in action *at the scene*, whether it's a fire in Elwood or a flood in Terre Haute.

Eckrich trusts our judgment as to whether an event warrants preemption of regular programming (when it does, automatic sponsorship results). Doesn't such performance of our 17-man news operation justify your confidence, too? Next time why not call us *first!*

* Peter Eckrich & Sons, Inc., Meat Specialties

TV NBC 6 INDIANAPOLIS
WFBM
Radio ABC 1260

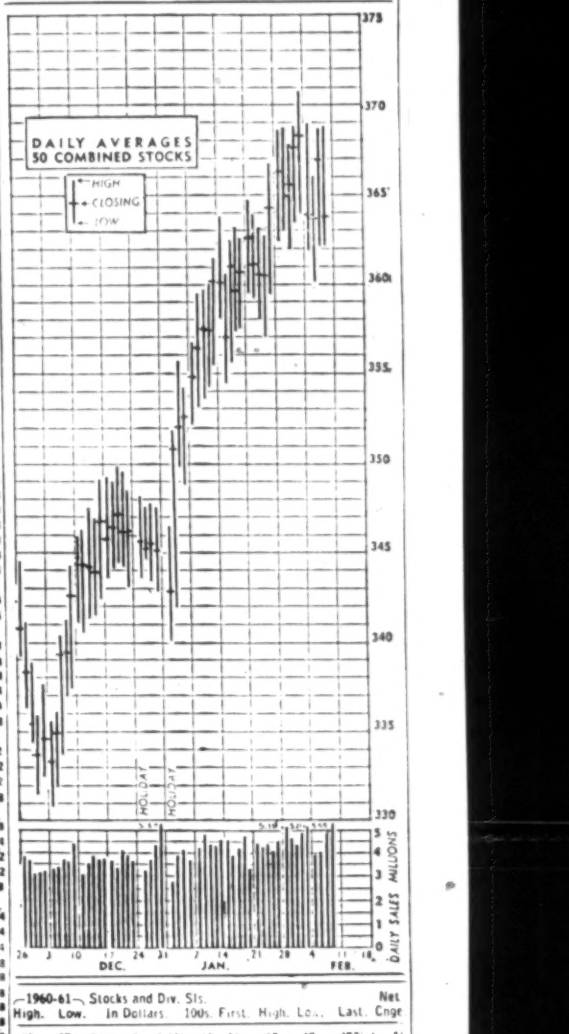
Represented Nationally by The KATZ Agency

ck Exchange Transactions

New York Stock Exchange

THURSDAY, FEB. 9, 1961

Day's Sales	Wednesday	Year Ago	Year to Date 1961	Year to Date 1960
5,590,000	4,940,000	2,610,000	122,061,360	84,217,571



ADVICE FROM THE EXPERTS

Recently, 2,973 financial analysts were surveyed by Crossley, S-D Surveys, Inc. They were asked three vital questions about seven leading general-business and news magazines.

Over 68% responded, and their answers are revealing.

1. Which did they read *regularly?* More mentioned Business Week than any other.

2. Which did they find most *useful?* Three times as many mentioned Business Week as any other.

3. In which did they place the most *confidence?* Twice as many mentioned Business Week as any other.

Perhaps most interesting of all is this fact: the survey showed that Business Week had the greatest readership per advertising dollar among these seven magazines.

We believe there is implicit advice in this survey, important to every corporate advertiser who needs to reach America's financial community.

Copies of this survey are available when requested on your business letterhead. Also, your Business Week salesman will be happy to give you all the facts and figures.

BUSINESS WEEK

You advertise in Business Week when you want to influence management men

A McGraw-Hill Magazine · 330 West 42nd Street, New York 36, N. Y.

Along the Media Path

The **Hartford Times,** in cooperation with the Charter Oak Marine Dealers Assn., sponsored Hartford's fifth annual boat show last week.

• A 20-page special food section featuring Lenten menus was published by the **Cincinnati Enquirer** Feb. 16.

• Special programs and week-long celebrations marked the change of **KFRE-TV,** Fresno, from vhf Channel 12 to uhf Channel 30.

• **WBIC,** Bay Shore, N. Y., has launched a campaign to boost the suburban area's economy via broadcasts of "Booster Spots."

KNOCK ON ANY DOOR
RESULTS WILL AMAZE YOU!
Customers will want to write you to get the other beautiful Gold Door Knocker CUFF LINK! For sales promotions, special events, conventions, etc. When you need NEW BUSINESS fast...THIS IS IT! FREE SAMPLE!
WITH THIS GOLD DOOR KNOCKER CUFF LINK
MARVIC ADV. CORP.
861-MG MANHATTAN AVE., BROOKLYN 22, N. Y.

• Hugh F. Smith, circulation manager of the **New York Journal-American,** has been presented the 1960 "Hearst Circulator of the Year" award. Basis for designating Mr. Smith was the weekday *Journal-American's* gain of 47,000 to attain a daily average circulation of 618,000 for the six months ending Sept. 30, 1960.

• A survey of Negro households in ten major cities, covering the markets for hair preparations, cosmetics and toiletries, drugs and remedies and soft drinks, has been published by and is available from **Johnson Publishing Co.,** 1820 S. Michigan Ave., Chicago.

• Talman Federal Savings and Loan Assn., one of the country's first large users of fm radio advertising, has renewed for a fifth year its advertising program on **WFMT,** Chicago.

• Boxes of Good & Plenty licorice candy were sent to agencies and advertisers by the **Detroit Free Press** to publicize that both its circulation and advertising are up "good and plenty."

ANNIVERSARY DRINK—*With $30,000,000 of space sales behind him, Paul Synnott (right) starts his 36th year with Time advertising sales by shaking hands with Time ad director John McLatchie. He was the magazine's fourth salesman and sold Time's first color ad (to Remington Rand).*

• **Fairchild Publications** has published its "*Women's Wear Daily's* Spring 1961 Millinery Directory," containing 1,702 listings of merchandise sources in the millinery industry. At the same time the company has published its "Domestics, Linens, Rugs & Shower Curtains Directory," containing 3,817 listings. Copies of the directories may be obtained from Fairchild's directory division, 7 E. 12th St., New York 3.

• **WBKB,** Chicago, is offering a 15-page puzzle book, "TV Fun," to young viewers of its five children's programs. The book contains puzzles, drawings and word games centered around personalities and features associated with its children's shows.

• Gift copies of *Life's* golden souvenir edition of the "Inaugural Spectacle" are being sent to agencies and food brokers in its tri-state area by **WSTV-TV,** Steubenville, O.

• **WOOD** and **WOOD-TV,** Grand Rapids, Mich., have donated $10,000 to the new Grand Valley College building fund.

• "1961 Buying Intentions of Montana Farm Families" has been published by the **Montana Farmer-Stockman.** The survey covers appliances, household equipment and supplies, automobiles, trucks and accessories, building materials and plans, chemicals and fertilizers, farm machinery and equipment, irrigation equipment, livestock and poultry feed and supplies, petroleum products, plumbing and heating equipment, seeds and types of insurance policies. Additional information may be obtained from *Montana Farmer-Stockman,* Great Falls.

• **Practical Builder,** Chicago, has presented awards to eight agencies for their campaigns on behalf of leading home builders across the country. Agencies receiving awards were Coleman-Parr, Los Angeles; Carlson & Co., Indianapolis; Russell Clarke Inc., St. Petersburg; Stockwell & Marcuse, Detroit; Harris & Love Advertising, Salt Lake City; Griffith Advertising Agency, St. Petersburg; Sanders Advertising Co., Dallas; and Reed, Miller Murphy Advertising, San Diego.

• A national feature article writing contest for high school students, designed to awaken students to the opportunities in the writing field and to give prestige to talent in journalism and creative writing, will be sponsored by **Writer's Digest** this spring. Entries, limited to one per student, must be between 500 to 2,000 words in length, with no limitation of subject.

• The **Hartford Courant** and the Institute of Living, Hartford, will co-sponsor the eighth annual series of public lectures on problems in mental health, beginning March 8.

• A report on the "Characteristics of the Reading Audiences of *Newsweek, Time* and *U. S. News & World Report*" in 11 western states has been published by **Newsweek.** Findings show the readership of each magazine according to occupation, age and family income. Copies may be obtained from Andrew Cullen, Director, Advertising Research, *Newsweek,* 444 Madison Ave., New York 22. #

For the want of Good Type
...the Ad was Lost
Here Type Can SERVE You
J. M. BUNDSCHO, INC., *Advertising Typographers*
180 North Wabash Ave. • RAndolph 6-7292 • Chicago 1

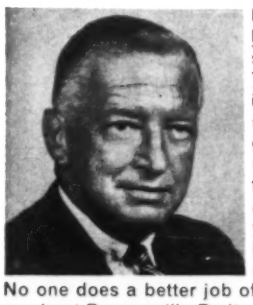
HAVE YOU SEEN THIS AD SOMEWHERE BEFORE?

Sure you did. You saw this Chinese bull on page 7. We ran the ad twice to get one point across: millions of readers see your ad page twice in a single issue of The Saturday Evening Post. (There's no extra charge for the extra chance to sell.) And the new Rochester Study indicates that two exposures of an ad page in a single issue of the Post have twice the effect of one on the reader's *willingness to buy your brand.*

No other magazine in the general weekly field gives you as many selling opportunities as The Saturday Evening Post. That's why your advertising in the Post hits harder. Sticks longer. Sells better.

In CINCINNATI
You Sell the Negro
only if You
Buy WCIN . . .
Rounsaville Radio

In busy Cincinnati, 170,000 Negroes—23% are home owners—spend $140,528,670.00 annually on consumer goods. It's definitely a big spending market! You reach it only with Rounsaville Radio's WCIN—only all Negro-Programmed station in Cincinnati. Top rated by both Pulse and Hooper (as are *all* Rounsaville Stations!) Call or write today for the full story on WCIN, and the entire Rounsaville chain. Represented nationally by John E. Pearson, in the Southeast by Dora-Clayton.



In six markets Rounsaville Radio programs exclusively to 1,433,915 Negroes. They have $824,000,000.00 income-AFTER taxes and spend 80% on consumer goods. Rounsaville Radio reaches them with Negro talent, speaks with believability. A proper part of your budget must go to Rounsaville Radio or you miss this growing market. No one does a better job of reaching the Negro than we do at Rounsaville Radio.

HAROLD F. WALKER—V.P. & Nat'l Sales Mgr.

Sell the Negro in These
Six Big Markets . . .
With Rounsaville Radio

buy one or all—discounts with two or more!

WCIN—CINCINNATI. 5000 watts. Reaches 170,000 Negroes, who spend $140,528,670 annually

WLOU—LOUISVILLE. 5000 watts. Reaches 158,000 Negroes, who spend $127,405,400 annually

WVOL—NASHVILLE. 5000 watts. Reaches 124,000 Negroes who spend $82,400,000 annually

WYLD—NEW ORLEANS. 1000 watts. Reaches 294,700 Negroes, who spend $218,483,000 annually

WTMP—TAMPA-ST. PETERSBURG. Reaches 129,000 Negroes, who spend $66,180,620 annually

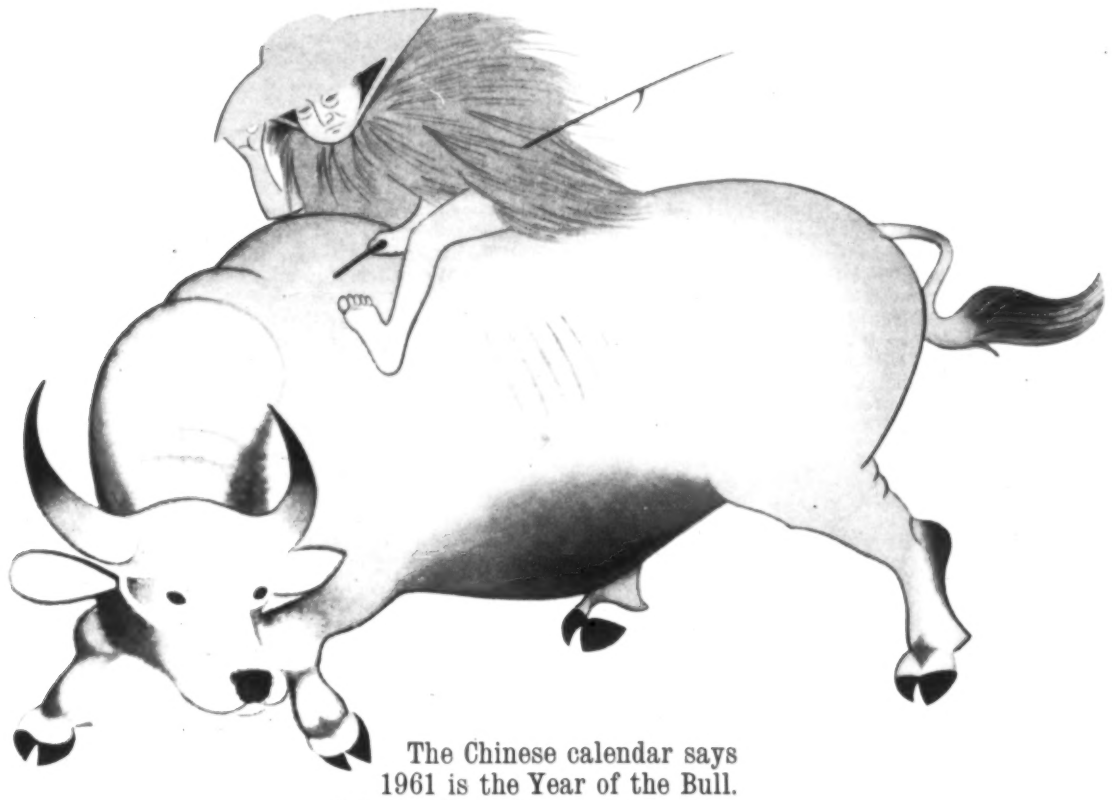
KRZY—DALLAS-FT. WORTH. 500 watts. 730 on the dial. Reaches over 350,000 Negroes who spend 80% of income on consumer goods

FIRST U.S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN 6 BIG MARKETS

ROUNSAVILLE RADIO

ROUNSAVILLE RADIO STATIONS
3220 PEACHTREE RD., N.E. • ATLANTA 5, GEORGIA

ROBERT W. ROUNSAVILLE, Owner-President
HAROLD F. WALKER, V.P. & Nat'l Sales Mgr.
JOHN E. PEARSON CO., Nat'l. Rep.
DORA-CLAYTON, Southeastern Rep.



The Chinese calendar says 1961 is the Year of the Bull. What follows has no connection with the Chinese calendar. It is a simple statement of plain truth.

The air all over America is tingling with a great change. You can feel it in our homes, our offices, in PTA meetings and cabinet meetings, in charity drives, sales drives and Sunday drives with friends.

••••••••••••••••••••••

A new American hero is being born. He is shoving aside old heroes: The Popularity Kid. The Charming Personality. The Guy With a Smile as Bright as His Shoes.

••••••••••••••••••••••

Lo and behold, our new hero has Brains.

••••••••••••••••••••••

Maybe he was spawned by the challenge of the sputnik, the "We will bury you" speeches, the Reds standing a bomb's throw from Miami. Maybe it all started with science's dizzying leaps. Maybe the complexities of modern life have thrust him on us. Maybe we are simply growing up.

••••••••••••••••••••••

Certainly we are getting smarter. The number of high-school graduates is growing faster than the over-all population. Adult education classes are overflowing. Washington is jingling with Phi Bete keys. High schools here and there are giving letters for scholarship. And the Post series that has drawn the biggest mail response ever is called, with reason, "Adventures of the Mind."

••••••••••••••••••••••

Yet few of us who are said to have a finger on the pulse of America have felt this new, quickened beat. Perhaps, in thinking of people as numbers, some have forgotten that they are flesh and blood.

••••••••••••••••••••••

Not us. You will hear the new American pulse-beat strong and clear in the pages of The Saturday Evening Post this year. You have sensed it already in the definitive biography of Frank Lloyd Wright that led off 1961 . . . and in our series, the untold stories of the Civil War. New, red meat—not rehashings.

••••••••••••••••••••••

You will read, in the magazine that published "The Ugly American," Dean Acheson's intimate account of the men he has known . . . his views on diplomacy, past and present. And firsthand reports from a seething Africa by Stewart Alsop . . . from today's Hungary, four years after revolution, by Ernest Hauser . . . from Michigan, a key state in the nation's economic future, by Harold Martin.

••••••••••••••••••••••

You will read stories by Pulitzer Prize authors and by important newcomers—Stuart Cloete, Gerald Kersh, Jack Schaefer ("Shane"), Leonard Wibberley ("The Mouse That Roared"), Ray Bradbury, Storm Jameson, William Saroyan and many other fine writers of fine fiction.

••••••••••••••••••••••

You will be talking about what may be the most talked-about memoirs of the year. With rich words, rude words, woolly words, wise words, Mr. Charles Dillon Stengel tells the story of his life.

••••••••••••••••••••••

And more, much more.

••••••••••••••••••••••

There is another thing about 1961 that you ought to know. It is an upside-down year, reading the same if you stand on your head. The first since 1881, and the last until 6009.

••••••••••••••••••••••

Appropriately, we will be turning the world of publishing upside down. And we know that the new Americans—with their brains to think and their youthful vigor to act—will turn to us in ever-growing droves.

••••••••••••••••••••••

You are invited to come along, as reader or advertiser, on this exciting adventure in the year of the Post.

A CURTIS MAGAZINE
THE SATURDAY EVENING
POST
THE INFLUENTIALS' MAGAZINE

All the elegance of Danish modern... simple and warm with just a suggestion of gentle curves. Gleaming Danish walnut finish or two-tone Danish walnut (cane). With exclusive Thayer Lock Tite engineering and lifetime for a safe, quiet nursery. Built in the Thayer tradition of quality. Thayer Cribs from $39.95. Chests from $29.95. Thayer Firm N Dri crib mattress—for baby's sleeping comfort. Mattresses from $8.95. At fine stores everywhere or write to Thayer, Inc., Gardner, Mass.

THAYER
GARDNER, MASS.

NURSERY—*Thayer Inc., Gardner, Mass., maker of juvenile furniture and wheel goods, will use McCall's exclusively during 1961. The first ad will feature its Danish modern group. Mervin & Jesse Levine, New York, is the agency.*

Advertiser Group in Australia Probes Agency Relationships

SYDNEY, Feb. 28—The Australian Assn. of National Advertisers has formed a three-man select committee to undertake the controversial survey of what minimum standards an advertiser should expect from his agency (AA, Dec. 5).

The committee comprises:

- Ray Walters, marketing chief and a director of Johnson & Johnson, former agency man and a past president of the AANA.
- Eric Belschner, marketing and advertising manager of Alexandria Spinning Mills, Sydney, formerly with Jantzen Australia, a member of the Australian Institute of Management's marketing panel and also a past president of the AANA.
- Ian Millbank, advertising manager, British Motor Corp. of Australia.

The committee will also, if necessary, call on the services of the association's Federal director, John H. Bowden, and the New South Wales' state chairman, Ken W. Howitt.

Mr. Howitt is a director of Reckitt & Colman (Australia) and currently using 11 agencies on behalf of his company.

- From the viewpoint of the advertiser's relations with his agency, AANA argues that the client whose agency spends, say $450,000 a year, usually brings to the agency a gross revenue of $67,500, made up of 10% in media commissions and a minimum 5% service fee from the client.

AANA argues that the client is entitled to ask, "What minimum services should I get for this?"

Commenting on the committee's appointment, AANA's president John L. Kemp, manager of advertising and sales promotion of the Taubman's Paint organization in Australia and New Zealand, said:

"It is a top level subject, hence a top-level committee of top quality advertising executives from big companies has been appointed." #

Faber Enters Premium Field

Eberhard Faber Inc., Wilkes Barre, Pa., has entered the premium sales market with the formation of Eberhard Faber Premium Sales Co. Harry E. Fischer, formerly advertising and sales promotion manager of Eberhard Faber Pen & Pencil Co., has been named sales manager of the new company. Mr. Fischer is succeeded by Russell H. Williams Jr., who was assistant advertising and sales promotion manager. Thomas A. Walsh, formerly production manager, was named to succeed Mr. Williams.

Ragu Launches Blitz Push

Ragu Packing Co., Rochester, N. Y., will conduct a "blitz" campaign during February and March for its Old World style spaghetti sauce in 14 daily newspapers in 11 cities in the East and Midwest. The Lenten push will feature as many as 14 ads in single issues of the newspapers. Wright Advertising, Pittsford, N. Y., is the agency.

Amana Sponsors Bridge Show

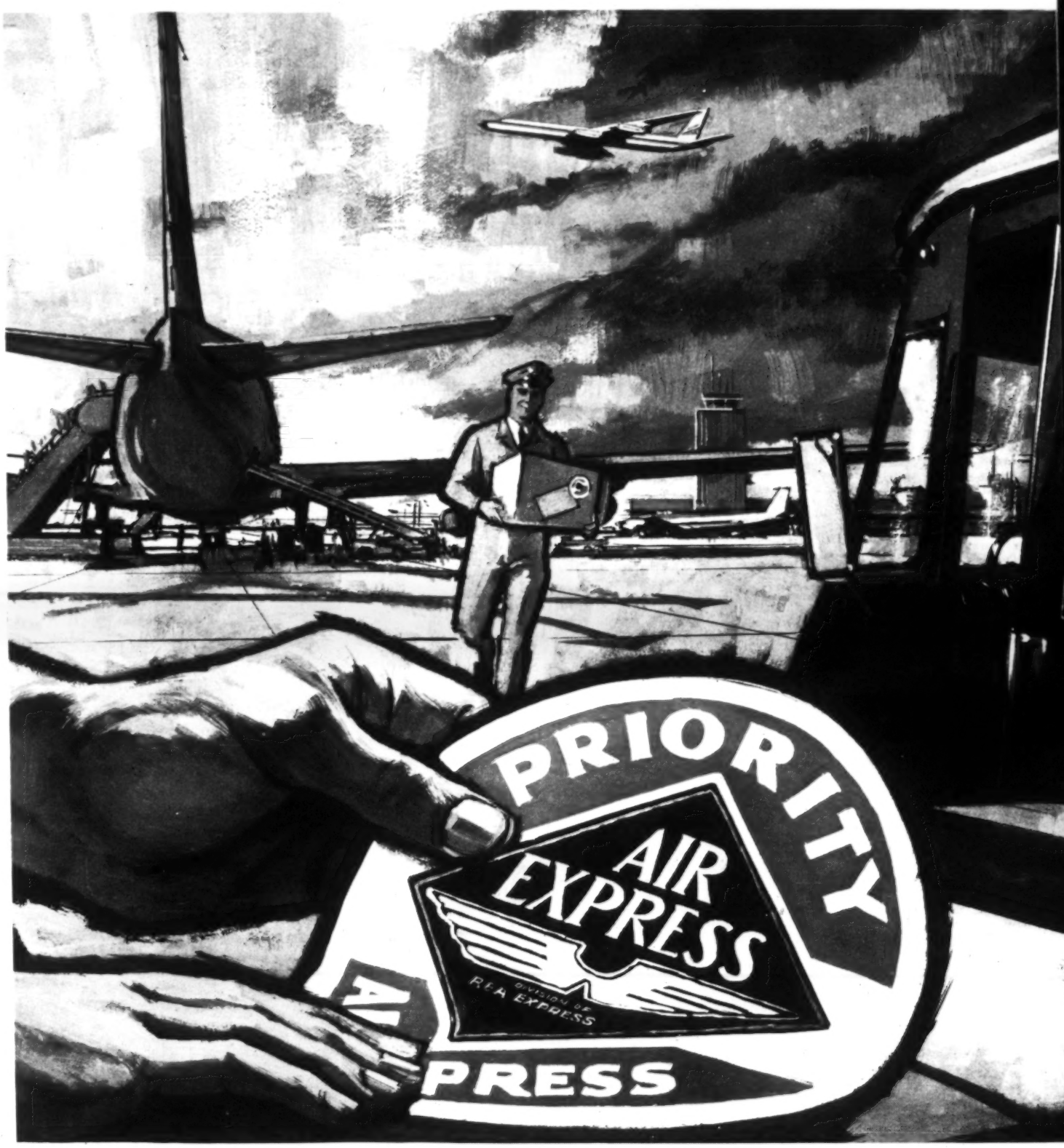
Amana Refrigeration Inc., Amana, Ia., has signed as a co-sponsor of "Championship Bridge with Charles Goren" on ABC-TV. Maury, Lee & Marshall, New York, is Amana's agency. North American Van Lines, the other co-sponsor, had been the sole sponsor of the show for several years.

Prager Names Mohrhusen

Prager Brush Co., Atlanta, has named Arthur H. Mohrhusen vp in charge of marketing. He formerly was president of Wallace E. Johnson Supply Co., Memphis.

Take a Long Look At This Market

SOUTHERN NEW JERSEY
ONE OF THE NATION'S TOP GROWTH AREAS
. . . covered by New Jersey's fastest growing newspaper
44,322
NET PAID CIRCULATION — AND STILL GROWING!
Atlantic City Press
Southern New Jersey's "Good Morning" Newspaper
ROLLAND L. ADAMS, President
Scolaro, Meeker & Scott, National Representatives



Only Air Express assures top priority service for your product anywhere in the 50 states and Canada

It doesn't matter whether you ship a two-ounce radio tube or a one-ton piece of earth-moving equipment. The moment the AIR EXPRESS label goes into place your shipment gets top priority on all of the nation's scheduled airlines. We have enthusiastic users on both ends of the scale.

The reasons: your shipment flies with jet-age speed. And it flies first class—first on, first off, first there. No waiting ever for package consolidation.

'Shipper-Carrier Exec' Bows

The first issue of the *Shipper-Motor Carrier Executive*, a monthly, will be published for June by Seitz Publishing Co., Phoenix. John W. Gross, editor and publisher, guarantees 10,000 controlled circulation. Davis & Sons, Chicago, will be advertising representative. One-time b&w page rate will be $500.

Hodges to GB&B Board

Guild, Bascom & Bonfigli has elected Ernest J. Hodges, vp and Ralston Purina account supervisor, to its board.

Manufacturers' Rep Field Looks Better, Says Fading Agency

NEW YORK, Feb. 28—Being a manufacturers' representative is "infinitely more profitable" than the agency business, according to an ad shop with liabilities of $85,000 and $14,000 assets.

William Warren, Jackson & Delaney and partners Harry Solow Jr. and William Solow filed an assignment for the benefit of creditors (AA, Feb. 20). There are about 45 creditors of which the largest appears to be WRCA, for $13,318.

The petitioners said they expect to break even for the next 30-day period because "February is a slow month in the advertising business." They said the agency had been in business for 13 years, with an annual volume of about $400,000.

■ The debtors said they hoped to operate profitably from now on, because they were going to discontinue their agency and concentrate on being manufacturers' representatives, a field they entered four years ago and which, they said, is "infinitely more profitable" than the advertising business.

Among the other creditors are: WINS, $12,473; WOR, $8,499; Maryland Match Co., $6,373; WNTA-TV, $6,325; WABC, $6,219; Federal Advertising Corp., $1,162; and *New York Mirror*, $1,385. #

Shea Gets Westclox Post

General Time Corp. has named Robert C. Shea marketing manager of its Westclox division. Formerly field sales manager for General Time's consumer products, Mr. Shea succeeds H. T. Millikin, who becomes special assistant to Roland B. Hally, Westclox vp and general manager.

Spruance Forms New Division

Russel Spruance Co., Philadelphia, has formed a new division for the marketing of Lade's Kitchen Home Style Premium bread. The bread will be marketed on a franchise basis, with baking and distribution effected by regional baking companies who acquire the franchise. Under the franchise, licensed bakers will be required to use the special mix formulated by Spruance and also follow specific baking procedures. Immediate plans call for test marketing in three markets, ranging in size from 250,000 to 750,000. Yarder Advertising Co., agency for Spruance mixes, also will handle Lade's bread.

Canadian Census Names Baker

Baker Advertising Agency Ltd. and Baker Public Relations Services Ltd., both of Toronto, have been appointed to direct advertising and public relations for the 1961 Canadian census.

Another is convenience—door-to-door service plus within-the-hour pickup by the AIR EXPRESS fleet of 13,000 special trucks, many radio-dispatched for maximum speed.

Kid-glove handling every mile of the way—to anywhere in the U. S. and Canada—is another AIR EXPRESS extra. Teletype receipt of delivery on request. That's why so many businesses are making the one phone call it takes to put AIR EXPRESS to work for them—at amazingly low cost—and they're doing it regularly. You'll like what happens to your competitive position, too, when you think fast . . . think AIR EXPRESS first! Call today . . . .

AIR EXPRESS

CALL AIR EXPRESS DIVISION OF R•E•A EXPRESS • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

FILM STRIPS AND SLIDES BY RAPID ART

Truly, there's an art to preparing art work for the camera! A dozen or so different elements must be carefully integrated...a multitude of varying skills expertly coordinated. That's why more and more ad agencies—and businesses in general—are seeking out the unique services of RAPID ART. For here the preparation of film strips and slides is approached on **all** fronts by an outstanding team of designers, illustrators, typographers, letterers, silk screen artists.

CALL: **MU 3-8215**

6 FULLY-EQUIPPED DEPARTMENTS

■ COPY & DESIGN ■ SILK SCREEN ■ ART & PRODUCTION ■ TYPE & LETTERPRESS ■ BOOKBINDING ■ DISPLAYS & EXHIBITS

RAPID ART SERVICE INC.

304 EAST 45 ST NY 17

IT'S
BACON'S
for
COMPLETE COVERAGE
of
MAGAZINES!

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd.
Chicago 4, Illinois
WAbash 2-8419

● There's only one way to get **complete** and **reliable** clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 59

OUR READING LIST
Published as complete publicity directory. BACON'S PUBLICITY CHECKER —now with quarterly revisions. 100% accurate. 352 p.p. —$25.00. Send for your copy today!

Gillette Sales, Net at High

Gillette Co., Boston, reports record sales and earnings for 1960. Sales rose 7% to $224,737,000 and earnings increased 19% to $37,123,000. Successful marketing of the new Super Blue blade was largely responsible for the Gillette division's success. The Toni Co. division had alltime record earnings, and the Paper-Mate division operating profits are reported improved.

Pharmacraft Promotes Edwards

Mauri Edwards, formerly vp in charge of sales, has been promoted to the new position of vp in charge of marketing of Pharmacraft Laboratories, a division of Joseph E. Seagram & Sons. Mr. Edwards will now be charge of advertising as well as sales. He has been with Seagram since 1957.

P&G Appoints J. S. Janney

Procter & Gamble Co., Cincinnati, has appointed J. S. Janney, formerly sales manager of its case foods department, general sales manager of the company, effective March 15. He succeeds T. J. Wood, 42-year P&G veteran, presently vp in charge of sales.

Holtzman-Kain Boosts Three

Holtzman-Kain Advertising, Chicago, has promoted Robert G. Mondlock to copy chief, William J. LaMon to finished art director and Don C. Dahms to production manager. Mr. Mondlock was formerly a copywriter and Mr. LaMon and Mr. Dahms were formerly in the production department.

Madsen Named President

Arch L. Madsen has been appointed president of Radio Service Corp. of Utah, Salt Lake City, operator of KSL and KSL-TV, Salt Lake City. Mr. Madsen was formerly assistant director of the Assn. of Maximum Service Telecasters, Washington. He succeeds Jay W. Wright who has resigned.

Guhl Moves to Balsam

J. C. Guhl has joined Balsam Advertising, Pasadena, as an account executive. He formerly was assistant advertising manager of Beckman Instruments, systems division, Anaheim, Cal.

Steen Adds Goldring

Goldring International System, New York, has appointed Norman Steen Advertising to handle its advertising. The company is an overseas distributor of automobiles.

Agency Demand for Copywriters Grows in N.Y. Area: Stern

NEW YORK, Feb. 28—New York City's 216 major advertising agencies currently employ 2,600 copywriters, supervisors and creative vps, according to a survey made by Edwin B. Stern Agency, advertising personnel specialist.

Mr. Stern, who said the study was the first actual count of copy personnel in this area, predicted that the combined copy staffs of the 216 agencies will increase by 9.5% in the first half of 1961—an addition of 247 writers. He said copy personnel in 1960 increased by 12%.

The survey—covering all agencies in New York billing $1,000,000 and up—disclosed that 1,292 of the 2,600 total copy people work for the 17 agencies here in the $50,000,000-and-up bracket. This averages out to 76 persons per agency. Another 490 copy people are with the 35 agencies billing between $10,000,000 and $50,000,000—an average of 14 people per copy staff. The remaining 820 are with the 164 agencies billing from $1,000,000 to $10,000,000—an average of five copywriters per shop.

■ The major problem facing agency copy directors, the survey found, is finding competent writers, especially people with three to five years' experience seeking a salary in the $10,000 area.

Finding the 247 writers to be hired in the next six months, among the ranks of the unemployed, said Mr. Stern, "is only a dim possibility." He added that the pool of unemployed professional copywriters was usually less than 50 men.

Survey questionnaires went to 216 agencies. Returns were made by 107. "From those returned," said Mr. Stern, "averages were taken of the size of the copy staff for each of the three size groups and projections were carried forward for the 50% of the agencies which did not respond." #

B. T. Babbitt Revamps

B. T. Babbitt Inc., New York, has made several changes in its executive operations. All marketing activities of the household products and drug divisions are now under the supervision of a corporate director of marketing. Jack Schenberg, formerly manager of the aerosol division, was appointed to the new post and was named a vp. Robert Oliver, formerly product manager for Vano, has transferred from the West Coast as marketing manager for the household products division. Michael Cerra, formerly market research director and marketing coordinator of the Charles Antell division, has been named marketing manager of the division. Joseph V. Torres, formerly in charge of the export division, was named president of the foreign department.

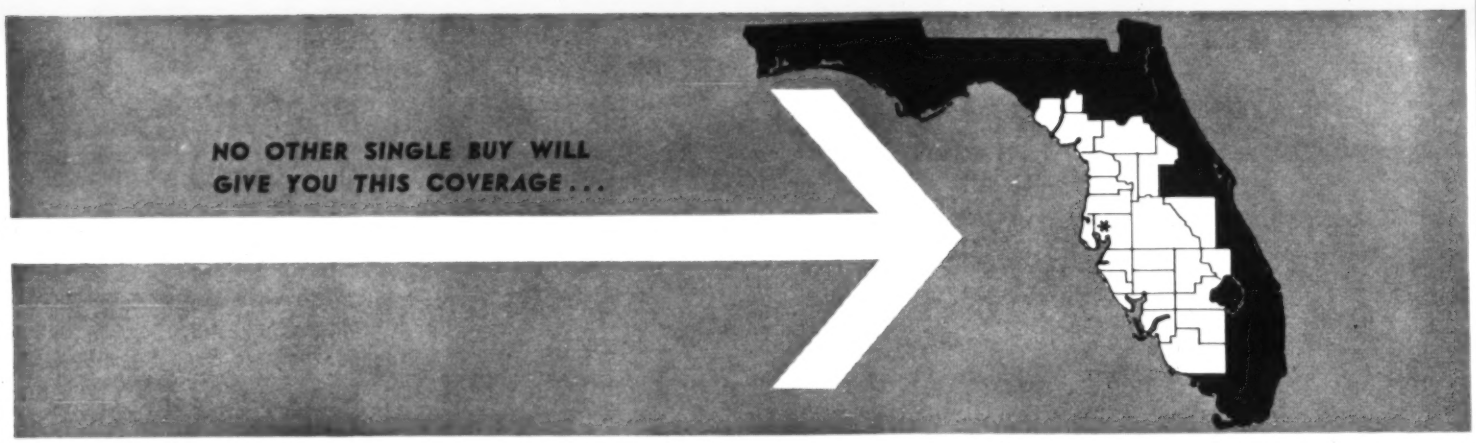
'Southern Hog Reporter' Bows

Southern Hog Reporter, a new monthly farm publication, will makes its debut on Monday, March 20. The new publication, which will have a guaranteed, controlled circulation of 20,000, will be published by Livestock Breeder Journal Inc., 556 Mulberry St., Macon, Ga. The one-time b&w page rate is $541.80.

General Kinematics to Presba

General Kinematics Corp., Barrington, Ill., manufacturer of vibrating process equipment for food, chemical, mining and heavy industries, has appointed Presba-Muench, Chicago, as its agency. General Kinematics is a new company.

...get maximum
sales impact
at minimum cost!



The Tampa Tribune and The Tampa Times low-cost combination delivers 48.1% average daily household coverage in 24 rich, busy West Coast and Central Florida counties — including substantially 100% saturation of fast-growing Tampa!

In just the last ten years, 1950-1960, Population in this 24-county market zoomed to 1,275,958 — up 75.1%, and Retail Sales rocketed to $1,623,417,000 — up 119%.

NOTE: Pinellas County figures are less City of St. Petersburg

These figures are realistic evidence of the sales potential that exists now — and in the future — in this exciting profit market.

So, when you schedule your advertising in The Tampa Tribune and The Tampa Times combination — you get the biggest one-buy newspaper coverage north of Miami and south of Jacksonville — maximum sales impact at minimum cost! For more facts, write us, or contact your nearest Sawyer-Ferguson-Walker office.

Market Data — SM 1960 Survey of Buying Power
Population — 1960 U.S. Census

THE TAMPA TRIBUNE
MORNING AND SUNDAY
THE TAMPA TIMES
EVENING
Represented Nationally by Sawyer-Ferguson-Walker Company

COPYRIGHT © 1954, THE NEW YORKER MAGAZINE, INC.

The New Yorker creates

"The New Yorker is a magazine devoted to culture. Its readers are appreciative because they are intelligent and can afford wide interests. Each issue of The New Yorker, from the first page of 'Goings On About Town' to the last book review, is designed to inform its readers of important cultural events."

Sol Hurok

Sol Hurok,
Impresario

Chilton's **MAP** *in action...*

MARKETING ASSISTANCE PROGRAM

Market data helps company find 437 new prospects

Here's how one company sought the help of Chilton's Marketing Assistance Program (M-A-P) in realigning its sales territories . . .

. . . *and wound up finding an additional 437 prospective customers* in selected metropolitan areas.

This medium-sized manufacturer of electronic components planned to add five new salesmen somewhere in its 15 sales territories. The question was where.

The problem was posed to Chilton's ELECTRONIC INDUSTRIES. Using two of the important tools in its M-A-P—the Census of Manufacturers on IBM cards and the exclusive Marketing Map—EI was able to determine who and where the company's prospects were and the type of electronic manufacturing in which they were engaged.

The information provided through M-A-P showed the need for 20 sales territories . . . showed where the five new salesmen should be located . . . and brightened the sales outlook by pinpointing 437 new prospects.

No matter what your marketing problem . . . or which of Chilton's 19 business magazines you contact . . . M-A-P is almost certain to meet your specific needs.

Chilton
COMPANY

Chestnut and 56th Streets • Philadelphia 39, Pa.

NBP

Department Store Economist • The Iron Age • Hardware Age • The Spectator • Motor Age • Automotive Industries • Boot and Shoe Recorder • Commercial Car Journal • Distribution Age • Butane-Propane News • Electronic Industries • Aircraft & Missiles • Hardware World • Optical Journal and Review of Optometry • Jewelers' Circular-Keystone • Food Engineering • Marine Products • Gas • Product Design & Development • Business, Technical and Educational Books • Chilton Research Services

number 7

CONVERSATION PIECES FOR PRODUCTION PEOPLE

The Standard Scales for Photoengravings and for Color Process Photoengravings function only as basic guides for outlining an engraving invoice or estimate. They contain no prices.

The total of an engraving bill should represent an accurate computation of company cost plus a reasonable profit.

Where an itemized bill is required, it is the engraver's prerogative to list various scale items based on departmental procedures and time records. These individual charges obviously must total up to a predetermined sum.

HM HUTCHINGS & MELVILLE, Inc.
custom photoengraving
4043 N. Ravenswood Avenue, Chicago 13

Expert pre-correction in correlation with powderless etching of copper originals

Fun with Pop Inc. Grows on Broadcast Time Barter Deals

NEW YORK, March 1—Dear old dad is the pivotal character in one of the most extensive broadcast time swap agreements ever made.

Negotiator in the barter deals is Fun with Pop Inc., a four-year-old organization which was established to stimulate pop's increased activities with his family to help build "a happier family life and a better America." President of the organization is Gerald Sugerman, who also is vp in charge of advertising for DCA Food Industries division of Mayflower Doughnut Corp. and a former director of the Campfire Girls of America.

About a year-and-a-half ago, Fun with Pop established the National Brand-Name Assn. (not to be confused with the Brand Names Foundation), comprised of about 15 members who participate in the program by donating their merchandise. This merchandise is then given to radio and tv stations in exchange for air time.

Fun with Pop franchises not more than one radio and one tv station in each market each year to participate in its year-round promotion. A member of the National Brand-Name Assn. may contribute, for example, $10,000 in merchandise in exchange for air time of approximately equal value. The national brand member then utilizes the time for commercials. It often gets a bonus by having its name mentioned in the Fun with Pop promotional spots carried by the station.

■ Some of the members of the National Brand-Name Assn. are DCA Food Industries; Gem Color Division of Coro Inc.; Morse Sewing Machine Corp.; Orbit Toothpaste; Puritan Sportswear Corp.; and Cello-Masters Inc.

Among the 158 radio and television stations which participated in the Fun with Pop promotion in 1960 were WNHC-TV, New Haven, and WHCT-TV, Hartford, Conn.; WCAU (radio), Philadelphia; WTOP-TV, Washington; KYW-TV, Cleveland; WTCN and WTCN-TV, Minneapolis; KTVR, Denver; and KFJZ (radio), Fort Worth.

Each participating station may appoint several Fun with Pop centers in its community. These centers are such local businesses as supermarkets, department stores, shopping centers, banks and utility companies. They distribute Fun with Pop promotional material, membership cards and contest entry blanks. There were over 150,000 centers last year.

■ Each station runs a local contest inviting its audience to tell, in 35 words or less, "how to have fun with pop." Listeners are told to pick up their entry blanks at their local Fun with Pop centers. Merchandise which the station has received in exchange for time may be given as prizes in the local contest.

The three top winners in each local contest then become eligible to enter Fun with Pop's national contest in which the grand prize is a new home, boat, automobile and swimming pool. Thousands of other prizes are available in the contest, which runs from May to September.

■ For the first time this year, a national Fun with Pop week is planned for April 24 through 30. A series of lectures and panel discussions by leaders in several fields will be held in New York during that week. Also on the agenda this year is an October award dinner at which awards will be presented the radio station, tv station, newspaper, consumer magazine and business publication doing the best job of promoting Fun with Pop.

In addition, Fun with Pop Inc. works with the National Assn. of Major and Minor Leagues to promote special days for Fun with Pop members. Last year, the Pittsburgh Pirates had several such days during which the price of admission for dad was five Howdy-Doody ice cream wrappers when accompanied by a youngster under 15 years of age.

■ Among other promotions last year, Palisades Amusement Park, Palisades, N. J., had a special day during which dad was given free admittance plus amusement ride tickets valued at 85¢. Spencer's Market Shop, a supermarket chain, gave free wire art construction kits to the first 288 fathers who came to their stores. The Esquire Theater in Davenport, Ia., had a free night for Fun with Pop members. This year Fun with Pop expects its National Brand-Name members to make merchandise available for such promotions. #

KNOW HOW

From poverty to wealth, from obscurity to fame that has endured the centuries, William Shakespeare was the epitome of literary "know how." And if there were one single motivating force, it was his belief that *"a man's powers and virtues were given him not to waste in idleness, but to shine like torches giving light to others."* While we lay no claim to greatness, we, too, recognize the fallacy of passive existance and strive through our own "know how" to offer a better product each day in the field of radio and television.

WFAA dallas • radio & television
The Stations With The "Quality Touch"!
SERVING THE GREATER DALLAS FORT WORTH MARKET
BROADCAST SERVICES OF THE DALLAS MORNING NEWS
Represented by Edward Petry & Co. Inc.
The Original Station Representative

Something Missing

...like California
without the Billion Dollar Valley of the Bees

- Actually, total effective buying income of more than 3½ billion, greater than each of 24 states
- Twenty-seven prosperous counties which together form California's third great market

Don't miss California's booming inland Valley in your sales planning. Here is a separate and distinct market . . . ringed by mountains . . . apart from the Coast.

Nothing in print sells Valley families like their own local newspapers, The Fresno, Modesto and Sacramento Bees.

Data Source: Sales Management's 1960 Copyrighted Survey

- THE SACRAMENTO BEE
- THE MODESTO BEE
- THE FRESNO BEE

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

Three types of discounts: McClatchy gives national advertisers discounts on bulk . . . frequency . . . or combined bulk-frequency. Check O'Mara & Ormsbee for details.

INTER-OFFICE MEMO
Randy:
We provide an alert, interested audience composed of textile management.
Ideal for your customers' sales messages.
FPB

In advertising, it's not so much how many people you reach, most important is whether you reach the groups that govern the buying of equipment.

Advertising in the *Reporter*, the only weekly and the only business paper in the field, can make the initial sales contacts that result in more sales—at a profit.

AMERICA'S TEXTILE **Reporter**

ADVERTISING AND PRODUCTION OFFICES:
286 Congress St., Boston 10, Mass.
NEW YORK 17, 60 E. 42nd St.
GREENVILLE, S. C. — S. C. Nat. Bank Bldg.
CHICAGO 1, ILLINOIS, 360 N. Michigan Ave.

OpDyke Joins L.A. Chamber

William K. OpDyke, formerly operator of his own market and sales audits company, has joined the Los Angeles Chamber of Commerce as manager of research, effective March 1. Mr. OpDyke also has been a market and sales analyst with the *Arizona Republic* and *Phoenix Gazette*, advertising and sales promotion manager of the Telechron clock division of General Electric Co. and assistant director of industrial relations of the National Assn. of Manufacturers.

Institute Drive Continues

The American Institute of Men's & Boys' Wear is continuing its business paper advertising campaign in *Daily News Record* and *Men's Wear*, to stimulate trade interest in their program. Results to date have shown "a notable increase" in retailer newspaper space devoted to male apparel. North Advertising, New York, is the agency.

Safeway Drops Store Display Orders in Decentralization

OAKLAND CAL., Feb. 28—In an abrupt action termed "disastrous" to San Francisco Bay Area printers, Safeway Stores Inc., which has national headquarters here, has canceled an estimated $2,000,000 worth of orders for in-store display materials for point of sale promotion of Safeway brand products.

Trade sources estimated that at least half the orders, or $1,000,000 worth, were taken from San Francisco based printers, causing some employe layoffs and "hurting" many printing companies.

Safeway executives, sticking to a company policy of reluctance to speak "for quotation," confirmed the cancelations but explained them as being "a further decentralization adjustment in which responsibility for promotion of company brands is being shifted from the six supply divisions of Safeway to its 25 retail operating divisions.

■ "Under retail division autonomy," one executive said, "each such division already has full authority to either use or discard Safeway brands promotion material which may have been sent to him and each also has the authority to do without Safeway brand products."

The cancelation thus becomes part of a "test program" to determine what, if any, promotional materials may be required to help merchandise some products and to determine whether centralized production of promotion materials is economic.

Fletcher Richards, Calkins & Holden, San Francisco, is agency for Safeway, which spends an estimated $1,600,000 a year on advertising. ≡

Maitland Jones Joins Donahue & Coe as VP

Maitland Jones has joined Donahue & Coe, New York, as vp and associate creative director. Last summer he was vp and creative director of Kastor, Hilton, Chesley, Clifford & Atherton. Before that he was senior vp and creative director of Fletcher Richards, Calkins & Holden, and prior to that vp and creative director of Sullivan, Stauffer, Colwell & Bayles.

Maitland Jones

At D&C he will share creative directorship with Henry Slesar. Warren Donahue, copy director, will assume administration of the department, in addition to his creative duties.

Chicago Broadcast Adclub Grants $1,500 Scholarship

Broadcast Advertising Club of Chicago will grant a $1,500 scholarship to Northwestern University to assist "worthy and needy" students in the department of radio and tv of the school of speech. Voted by the board of directors at their February meeting, the grant is 50% larger than last year's, which was the club's first.

Ohio Oil Wins Ohio Award

Ohio Oil Co., Findlay, O., has received the "Governor's Award" for 1960 from the Ohio Newspaper Assn. In presenting the plaque to J. C. Donnell II, president of Ohio Oil, Gov. Michael V. DiSalle said the citation was for "advancement of the prestige of the state of Ohio both at home and abroad."

TAKE SALT LAKE

GET A MILLION MORE

FILL IN THE 1½ MILLION BETWEEN DENVER AND THE PACIFIC COAST

Salt Lake, with its half-million in the metropolitan area, gives you a *million more* in the four-state area reached and sold by Salt Lake's two metropolitan dailies. That's why we say, "There's *more to Salt Lake* than Salt Lake!"

IF 1½ MILLION IS A "MUST" MARKET SALT LAKE IS A MUST!

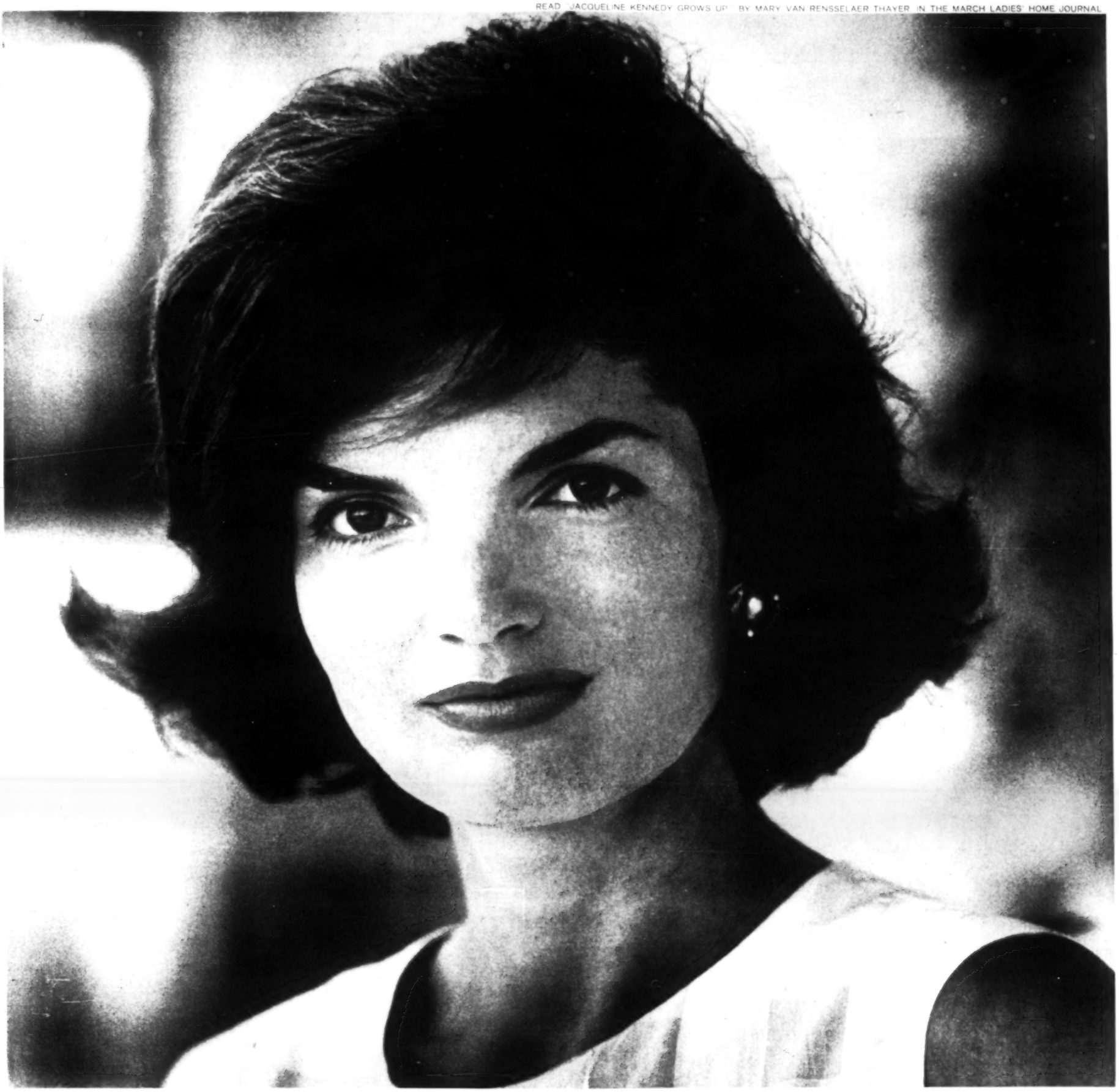
NEWSPAPER AGENCY CORPORATION NAC

The Salt Lake Tribune (MORNING & SUNDAY)

DESERET NEWS AND Salt Lake Telegram (EVENING)

Represented Nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network.

READ "JACQUELINE KENNEDY GROWS UP" BY MARY VAN RENSSELAER THAYER IN THE MARCH LADIES' HOME JOURNAL



SHE'S YOUNG

SHE'S CONTEMPORARY

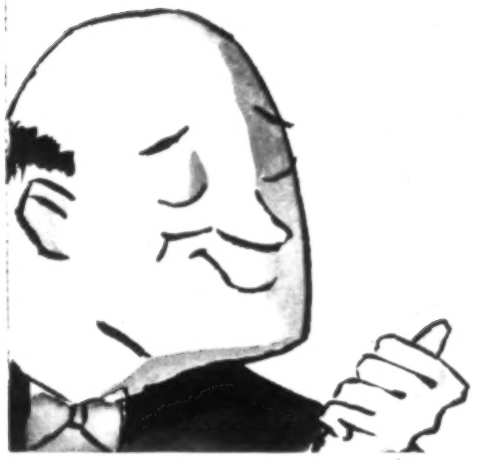
SHE'S VITAL

SHE'S INTELLIGENT

That's why she belongs in the Ladies' Home Journal. ■ The Journal is currently (and exclusively) presenting her own personal story . . . in the great tradition of other Presidents and Presidents' wives . . . in the Journal's contemporary tradition of having first choice of the best in features and fiction. ■ The picture of Jacqueline Kennedy above is her husband's favorite. Mrs. Kennedy and the President studied and validated each word of this story so that she and they would be sensitively and accurately portrayed to the Journal's audience, the largest audience of young, contemporary, vital, intelligent women of any women's magazine. ■

WHEN THE JOURNAL SPEAKS—WOMEN LISTEN

Does he—or doesn't he?



If he's a top Chicago adman—chances are real good that he *does* look to Century for the flawless-quality work he insists on. You'll profit, too, when you use the services of Century!

You can be certain with

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings

160 East Illinois St., Chicago 11 • DElaware 7-1541

Buyers Exchange Formed

The Buyers & Sellers Exchange has been established at 370 Seventh Ave., New York, as part of Plus Marketing International Corp., an organization headed by Mickey Brecher. Companies with surplus or "left-over" inventories may display and promote their products to "a broader buyer span than they could reach ordinarily." The exchange offers opportunity for barter as well as selling and buying.

ABC Opens N. Y. Office; Names C. H. Hudders Manager

The Audit Bureau of Circulations, Chicago, opened a member service office in New York March 1. Carroll H. Hudders Jr., who has been with J. Walter Thompson Co. 16 years, has been named manager. The office will be located at 420 Lexington Ave., New York. Files of circulation reports and facilities for their use will be maintained at the office.

CLOSE-UP—*Dodge division of Chrysler Corp. is distributing this 12-page tabloid, comparing all 11 American made pick-up trucks, to dealers for use in showrooms or as direct mail pieces.*

Dodge Uses 12-Page 'Newspaper' Tabloid to Compare Trucks

DETROIT, Feb. 28—The Dodge division of Chrysler Corp. is distributing a 12-page tabloid "newspaper" comparing all 11 American built pick-up trucks.

About 500,000 copies of the promotion piece, "Close-Up On Pick-Ups," are being shipped to Dodge district and city sales managers, who will distribute them to individual dealers to be used in showrooms or as direct mail pieces.

■ Dodge distributed a similar newspaper, "Facts 'n Compacts," to promote its Lancer earlier this year (AA, Jan. 2). Ross Roy-BSF&D is the agency. #

NL&B Names Two in Chicago, Three in Los Angeles

Needham, Louis & Brorby, Chicago, has named Karl Eller an account executive and Robert W. Huntley a copywriter. Mr. Eller, formerly vp and manager of the Chicago office of Foster & Kleiser Co., will work on the Mars Inc. account. Mr. Huntley formerly was a copywriter at Tatham-Laird.

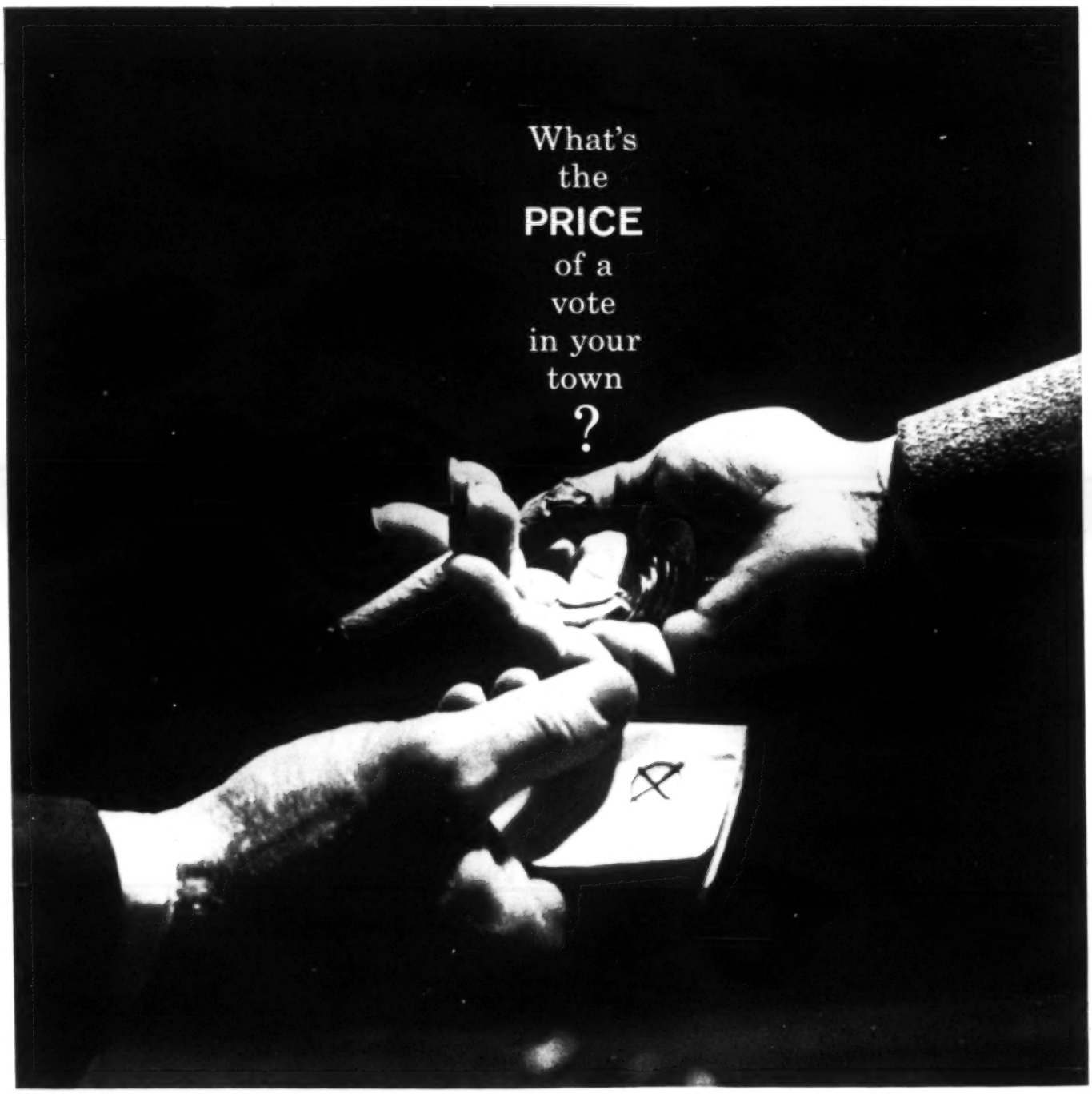
In an expansion of NL&B's Hollywood office, Kenneth C. T. Snyder, vp and director of the tv-radio creative department, has been named office manager. In addition, Frederick H. Brogger has been named program supervisor in the tv-radio programming department, and Gilbert G. Foerster has been named account executive. Mr. Brogger formerly was program supervisor of the Hollywood office of Lennen & Newell. Mr. Foerster formerly was with J. Walter Thompson Co.

Goodis, Goldberg Adds Two

Dunham-Bush (Canada) Ltd., Weston, Ont., manufacturer of air conditioning, heating and refrigeration equipment, and Brunner Corp. (Canada) Ltd., Toronto, manufacturer of refrigerator condensing units and air compressors, have named Goodis, Goldberg, Dair Ltd., Toronto, as their agency. Industrial Advertising Agency, Toronto, previously handled Dunham-Bush; R. C. Smith & Son Ltd., Toronto, formerly handled Brunner.

Red Scissors Push Launched

Premium Associates will promote its Red Scissors Million Coupon Contest No. 2 with two-color spreads in *Family Circle*, *Progressive Farmer* and *The Saturday Evening Post*. For the best 25 words on "I like Red Scissors coupons products because . . ." winners will receive coupons in various quantities beginning with 250,000. Gray & Rogers, Philadelphia, is the agency.



Two dollars? Five dollars? Fifty cents? When votes are bought by candidates the community pays the price—corruption. The survival of honest government requires constant vigilance, and your newspaper must play its part. In St. Louis, the Globe-Democrat's hidden camera photographs of ACTUAL polling place payoffs led to a quick clean-up of election irregularities.

Every city needs a newspaper alert to the problems of its people. In St. Louis the Globe-Democrat is such a newspaper.

St. Louis Globe-Democrat

SCOOP

Value Analysis is still the biggest scoop ever scored in serving the information needs of purchasing agents. It was first covered by PURCHASING Magazine in 1948./Over a dozen years of pioneer reporting and editorial persistency have helped make Value Analysis today's most widely used scientific approach to purchasing./Now PURCHASING Magazine scoops the field again with another entire issue devoted to the subject. The May 8 Value Analysis issue will be read for 5½ hours, retained for nearly a year, referred to at least 8 times . . . based on reader acceptance of last year's issue. Advertising forms won't close until April 17. But we suggest you reserve space now.

A Conover-Mast publication
• 205 E. 42nd St., New York 17, N.Y. BPA

PURCHASING MAGAZINE

Sells the man who buys

French Launches Lenten Push for Spaghetti Sauce Mix

In an intensive Lenten promotion for its spaghetti sauce mix, R. T. French Co., Rochester, is offering a full price refund on any package of dry spaghetti. For each box top or wrapper from a package of dry spaghetti and an empty French's spaghetti sauce mix envelope, the company will refund 25¢ to cover the cost of the spaghetti.

For the first time, French is offering the retailer an opportunity to tie his private brand or his favorite local or national brand of spaghetti into the promotion. The promotion, "We'll buy the spaghetti—you buy the sauce," will be directly supported by consumer newspaper advertising in 50 key markets. Ads will include a coupon good for a 25¢ refund.

Sheldon Retires from Grant

Kay Sheldon has resigned as vp and director of worldwide research, Grant Advertising, Chicago, after 20 years with the agency. In August, George Bauder was promoted from assistant director of research to vp in charge of domestic research operations (AA, Aug. 22). No one has been appointed to fill the post of director of worldwide research.

Yardis Adds Three Accounts

Yardis Advertising Co., Philadelphia, has been named to handle advertising for Jacobs Bros. Music Centers, Philadelphia; Presidential Homes, Pemberton, N. J., manufacturer of pre-cut homes, and Bar-B-Cubes, a new barbecue fuel manufactured by St. Regis Paper Co., New York, and distributed in the East by American Lumber Corp.

Pape Named Publisher

William B. Pape, formerly assistant publisher, has been elected publisher of the *Waterbury Republican-American*, Waterbury, Conn., succeeding his late father, William J. Pape, who died Jan. 29 (AA, Feb. 6). He was also reelected company president; the office of board chairman was left unfilled.

Emerson Picks Whitehill

Emerson Radio & Phonograph Corp., Jersey City, has appointed Robert Whitehill Inc., New York, to handle advertising for Du Mont Emerson Corp., marketing subsidiary. Whitehill already handles the company's Granco fm radio division. Friend-Reiss Advertising is the previous agency.

An imaginative few of the READING, VIEWING and LISTENING PUBLIC may try to interpret your copy or script to be

LIBEL, SLANDER, INVASION OF PRIVACY, VIOLATION OF COPYRIGHT, PIRACY or PLAGIARISM

Good timing suggests being ready for such events by having our Special EXCESS INSURANCE before the claim arises. It is adequate for its special purpose and reasonable in cost.
For details and rates, write

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St. · Chicago, 175 W. Jackson · San Francisco, 100 Bush St.

Spend your time more profitably in North Carolina where WSJS television gives you grade A coverage of more large cities than any other station

WSJS television
Winston-Salem / Greensboro
CHANNEL 12
NBC · MST

GRAND DISUNION—*Someone got the plates switched for this Grand Union Supermarkets spread in the Feb. 23 Washington Post, but the "dual purpose" headline saved the day.*

Nielsen Network TV

Two Weeks Ending Feb. 5, 1961

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	20,120
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	19,698
3	The Untouchables (Armour, L&M, Whitehall, Beecham, ABC)	17,447
4	Rawhide (Parliament, General Foods, Drackett, Nabisco, CBS)	17,353
5	77 Sunset Strip (Several sponsors, ABC)	16,509
6	Candid Camera (Lever Bros., Bristol-Myers, CBS)	15,712
7	Jack Benny Show (Lever Bros., State Farm, CBS)	15,665
8	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	15,618
9	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	15,524
10	The Real McCoys (Procter & Gamble, ABC)	14,477

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	42.9
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	42.0
3	The Untouchables (Armour, L&M, Whitehall, Beecham, ABC)	37.2
4	Rawhide (Parliament, General Foods, Drackett, Nabisco, CBS)	37.0
5	77 Sunset Strip (Several sponsors, ABC)	35.2
6	Candid Camera (Lever Bros., Bristol-Myers, CBS)	33.5
7	Jack Benny Show (Lever Bros., State Farm, CBS)	33.4
8	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	33.3
9	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	33.1
10	The Real McCoys (Procter & Gamble, ABC)	33.0

*Nielsen Average Audience***

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	18,995
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	16,884
3	The Untouchables (Armour, L&M, Whitehall, Beecham, ABC)	14,867
4	Rawhide (Parliament, General Foods, Drackett, Nabisco, CBS)	14,633
5	Candid Camera (Lever Bros., Bristol-Myers, CBS)	14,492
6	The Real McCoys (Procter & Gamble, ABC)	14,492
7	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	14,305
8	Jack Benny Show (Lever Bros., State Farm, CBS)	14,211
9	Andy Griffith Show (General Foods, CBS)	14,211
10	My Three Sons (Chevrolet, ABC)	14,164

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	40.5
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	36.0
3	The Untouchables, Armour, L&M, Whitehall, Beecham, ABC)	31.7
4	Rawhide (Parliament, General Foods, Drackett, Nabisco, CBS)	31.2
5	Candid Camera (Lever Bros., Bristol-Myers, CBS)	30.9
6	The Real McCoys (Procter & Gamble, ABC)	30.9
7	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	30.5
8	Jack Benny Show (Lever Bros., State Farm, CBS)	30.3
9	Andy Griffith Show (General Foods, CBS)	30.3
10	My Three Sons (Chevrolet, ABC)	30.2

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.
**Homes reached during the average minute of the program.
† Percented ratings are based on tv homes within reach of station facilities.

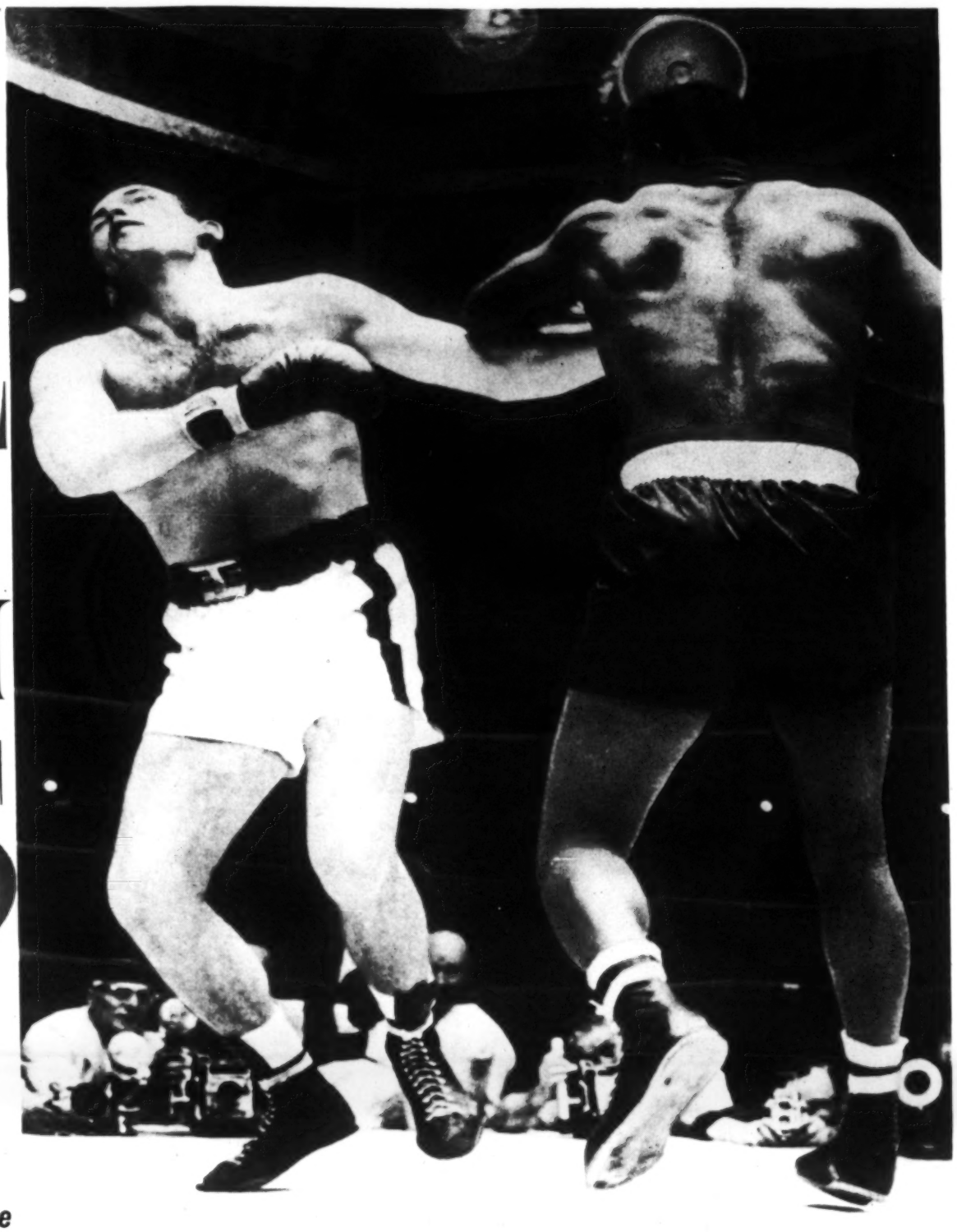
Lambert & Feasley Names Two

Edward S. Early, formerly a brand manager at Philip Morris Inc., has joined Lambert & Feasley, New York, as account executive on Fizzies and proprietary new products accounts. Hal Thompson, formerly a tv producer with Fuller & Smith & Ross, has joined Lambert & Feasley as a tv-radio producer on the Hudnut-DuBarry, Pro-phy-lac-tic brush and Fizzies accounts.

MGM Boosts Ad Outlay

Metro-Goldwyn-Mayer, New York, spent $7,400,000 in advertising in 1960, representing an increase of $350,000 over the previous year, Joseph R. Vogel, president, said at the company's annual meeting. The motion picture and tv film producer-distributor estimated that earnings for the fiscal year ending Aug. 31, 1961, will be 25% over the previous year.

WIN THE BIG ONES



How he won the big one

Patterson's fifth round victory over Johansson last June made him the first man ever to regain the Heavyweight Championship of the World.

UPI

Concentrate where it counts, in the "A" markets ...where 43.4% of chain grocery store sales are made

In these *big* rich, decision-making markets and contiguous counties, American Weekly concentrates 86% of its circulation...and works better... more efficiently...more effectively than does any other magazine. Where network TV and national magazines "thin-out", American Weekly "thicks-in".

The American Weekly

"OVER 1,472,000 READER RESPONSES IN ONE YEAR"

THE AMERICAN WEEKLY · BEST READ SUNDAY MAGAZINE · 65TH YEAR 1896-1961

This Week in Washington . . .

Court's Decision on Truck Case Sets Stage for Liberal View of Lobbying

By Stanley E. Cohen
Washington Editor

(See editorial on Page 16.)

WASHINGTON, March 2—Lobbyists and public relations experts will long treasure the Supreme Court's decision last week dismissing the triple damage action which truckers had brought against railroads and their pr representative for combining their push for anti-truck legislation.

The decision makes it safe for lobbyists, and for public relations experts who work with them, to operate without fear of costly legal reprisals. Coming at this time, moreover, it could help solidify some of the federal government's support for legislation to eliminate anti-lobbying laws.

■ For nearly two years, Congress has marked time on legislation which assures business men the right to take a tax deduction for all lobbying and public relations expenditures necessary for the welfare of their business. Legislation along these lines, sponsored by Rep. Hale Boggs (D., La.), cleared the House ways and means committee last year, but still faced an uphill fight when the old Congress closed shop.

If the Boggs bill could be brought to a vote, it could probably muster a majority in both houses. But it is still not entirely cricket for a congressman to publicly acknowledge that lobbying is a necessary and useful occupation. At the last word, Rep. Boggs still wasn't sure he would be able to get his bill to the floor this year.

■ Despite their reluctance to publicly acknowledge the useful role of the lobbyists, most members of Congress are aware of the reality. In a society like ours, where the pervasive power of government reaches down to the everyday life of the individual, lobbying, and the discussion of public issues by businesses which have a stake in the outcome have taken their place beside the other forms of communication which permit the governors to keep in touch with the governed.

Our laws and regulations are still colored by the stereotype of the lobbyist as an evil, obese individual in checkered vest, slipping wads of banknotes to the necessary number of unprincipled legislators. Some lobbyists undoubtedly prefer to rely on the persuasive power of the bankroll. But in a political system where power is widely diffused, running from the White House, through Congress and its committees, to the people themselves, the presentation of an interested point of view has become an art involving disciplined individuals who take pride in their calling.

■ Through the years, the control of lobbying raised difficult problems for the courts. As a policing device, the courts have upheld laws which require hired lobbyists to register, and to provide a public accounting of their income and expenditures. Since the courts are sensitive to the constitutional issue raised by any interference with free speech, the courts have not been very sympathetic to disclosure laws when the government goes beyond those who are hired to make direct contact with members of Congress.

Probably the most far-reaching result of last week's decision in the truck case is the cloak of respectability which the court provided for lobbying. While the decision does not go quite so far as to give the lobbyists, and their allies in the public relations business a completely spotless recommendation, it goes a long way toward washing away the bar sinister which has long been a part of the badge of these professions.

■ Two years ago, for example, the courts were still thoroughly imbued with the doctrine that efforts to influence legislation represented something less than a legitimate activity. In a case involving a group of liquor dealers who were using ads to fight a referendum which would have made their state "dry," the Supreme Court said no tax deduction could be claimed for expenditures to defeat legislation, even though the very survival of the business was at stake.

In their appeal to the court, the liquor men had pointed out that our tax laws say only that necessary and reasonable expenses are to be allowed. They stressed that the regulation which defines lobbying, including activity to influence legislation, as nondeductible originated only in the interpretative roles of the Internal Revenue Service.

■ But the court was unwilling to look behind the revenue service rulings. It pointed out that Congress had many opportunities during the past 40 years to over-rule the revenue service rules if it wished. "Here," wrote Justice John M. Harlan for a unanimous court, "the decisions sought are prohibited by regulations which themselves constitute an expression of a sharply defined national policy."

With respect to interference with the right to petition, the court saw no valid issue. "Petitioners are not being denied a tax deduction because they engage in a constitutionally protected activity," it said, "but are simply being required to pay for these activities entirely out of their own pockets, as everyone else engaged in similar activities is required to do under the internal revenue code."

■ If there is something about lobbying which warrants a quarantine by well-bred individuals, the court's views seem to have mellowed in the past two years.

In the truck-rail decision last week, the court unanimously declared that Congress never intended that the anti-conspiracy provisions of the Sherman Act should be used to prevent individuals or businesses from getting together to fight for legislation. Although the results of such legislation might mean injury to those who are on the losing side, the court said a holding that the Sherman Act applies to these situations "would substantially impair the power of the government to take actions through its legislature and executive that operate to restrain trade.

■ "In a representative democracy such as this," the court declared, "these branches of government act on behalf of the people, and, to a very large extent, the whole concept of representation depends upon the ability of the people to make their wishes known to their representatives."

Unlike the earlier case, which involved much legal hair-splitting, and studied effort to rationalize a long line of cases with the decision which the court was reaching, this week's decision was almost free of legal quibbling. Writing with the conviction of a judge who feels himself at grips with a basic constitutional principle, Justice Hugo Black, for a unanimous court, declared: "A construction of the Sherman Act which would disqualify people from taking a public position on matters in which they are financially interested would thus deprive the government of a valuable source of information and, at the same time, deprive the people of their right to petition in the very instance in which that right may be of the most importance to them."

■ While the court bestowed a "public interest" mantle on the lobbyists and public relations lobbying, it by no means gave its blessings to the methods used by the truck and railroad lobbyists.

Techniques which were used by the opposing camps in this case, though in widespread use among the practitioners of the art of public relations, fall far short of the ethical standards generally approved in this country, the court noted.

Nevertheless, it found that where political issues are at stake, the normal solution is for both sides to engage in a "no-holds-barred" fight in the halls of legislative bodies.

■ In the truck-rail case, it said, each group appears to have utilized all the political powers it could muster in an attempt to bring about the passage of laws that would help it or injure the other. "But the contest itself appears to have been conducted along lines normally accepted in our political system, except to the extent that each group has deliberately deceived the public and public officials." #

Top 100 Spot TV Advertisers

4th Quarter, 1960 vs. 1959, Gross Time Comparisons

Source: TvB figures from N. C. Rorabaugh Co.
Estimated Gross Time Charges

	'60	'59		'60	'59
1. Procter & Gamble	$11,990,500	$12,035,400	51. U. S. Borax & Chemical	676,400	511,100
2. General Foods	4,765,700	3,592,200	52. Carling Brewing	674,100	580,500
3. Lever Bros.	3,779,300	2,742,100	53. Helena Rubinstein	649,300	531,700
4. Colgate-Palmolive	3,003,600	3,266,300	54. Humble Oil & Refining	639,100	30,200
5. Miles Laboratories	2,918,700	2,267,900	55. Hills Bros. Coffee	613,800	311,800
6. Bristol-Myers	2,632,200	3,536,600	56. Chock-Full-O'Nuts	599,200	21,200
7. Standard Brands	2,534,700	1,517,900	57. Miller Brewing	590,900	95,100
8. Brown & Williamson	2,340,500	3,007,200	58. Andrew Jergens	584,300	683,600
9. Warner-Lambert	2,282,200	2,100,800	59. Max Factor	564,000	908,000
10. Continental Baking	2,219,000	2,933,500	60. Aerosol Corp. of America	561,000	new product
11. American Home Products	2,134,100	3,207,800	61. General Motors	551,700	724,000
12. Pillsbury	1,913,700	1,794,300	62. Sterling Drug	544,600	1,061,500
13. Hunt Foods, Industries	1,801,900	1,062,400	63. Falstaff Brewing	543,000	496,100
14. William Wrigley Jr. Co.	1,778,200	1,047,200	64. Plough	542,500	916,300
15. International Latex	1,710,700	2,687,600	65. Jos. Schlitz Brewing	541,700	528,000
16. American Chicle	1,705,800	522,500	66. Welch Grape Juice	531,500	449,200
17. Lestoil Products	1,622,900	4,424,200	67. Pabst Brewing	518,700	575,700
18. American Tobacco	1,523,300	1,332,000	68. General Electric	505,500	84,700
19. Kellogg Company	1,479,000	1,404,800	69. Lanvin Parfums	502,000	379,400
20. Ford Motor Co. Dealers	1,464,220	999,700	70. Louis Marx	484,000	417,000
21. J. A. Folger & Co.	1,383,900	1,026,900	71. American Motors Dealers	472,400	308,800
22. Richardson-Merrill	1,307,800	1,966,500	72. American Bakeries	467,700	208,000
23. P. Lorillard	1,286,200	826,100	73. Norwich Pharmacal	456,200	610,200
24. Corn Products	1,220,700	837,000	74. Ideal Toy	445,900	none
25. Gillette	1,184,700	513,700	75. Atlantic Refining	436,800	325,700
26. Philip Morris	1,176,000	719,100	76. Corning Glass Works	435,300	none
27. Quaker Oats	1,175,700	828,300	77. Mars	429,300	none
28. Nestle	1,168,200	1,337,700	78. Carter Products	427,000	711,100
29. Coca-Cola Co. & Bottlers	1,112,000	991,900	79. Campbell Soup	425,000	93,000
30. North American Philips	1,099,800	630,600	80. Standard Oil (Indiana)	424,100	437,200
31. Food Manufacturers	1,056,800	377,600	81. Piel Bros.	424,100	432,700
32. Minute Maid	1,056,100	603,200	82. Hertz	421,200	479,800
33. Avon Products	1,025,600	1,039,500	83. United Vinters	419,900	396,100
34. General Motors Dealers	1,017,100	668,000	84. Theo. Hamm Brewing	410,900	336,600
35. United Merchants & Mfrs.	942,100	1,346,300	85. Great Atlantic & Pacific	409,900	328,800
36. Anheuser-Busch	931,000	767,200	86. General Mills	409,300	610,100
37. Carnation	858,600	41,100	87. Peter Paul	407,600	190,200
38. General Toy	858,200	688,500	88. Sardeau	406,800	322,200
39. Consolidated Cigar	817,100	687,000	89. J. Nelson Prewitt	405,500	none
40. Wander	792,500	874,700	90. Scott Paper	405,000	64,100
41. Mobil Oil	781,900	365,100	91. Chesebrough-Pond's	400,400	504,500
42. Pepsi Cola Co. & Bottlers	776,900	714,000	92. Heublein	400,100	614,800
43. Shell Oil	748,800	558,000	93. Pharma-Craft	396,000	430,300
44. Maybelline	748,700	543,100	94. Pepperidge Farm	390,400	241,900
45. S. C. Johnson & Son	742,800	138,500	95. Atlantis Sales	375,900	416,600
46. Sun Oil	738,700	388,000	96. Simoniz	370,200	14,600
47. National Cranberry Assn.	729,000	test basis	97. American Motors	363,400	35,400
48. Parker Pen	713,400	483,900	98. Golden Press	363,000	new company
49. R. J. Reynolds Tobacco	683,700	695,100	99. Holsum Baking & Bakeries	363,000	296,200
50. E. & J. Gallo Winery	680,600	732,100	100. National Dairy Products	358,500	387,000

Note: In 1960 the method of making these estimates was revised to cover four time classifications. This resulted in a general lowering of figures all down the line.

Net TV Gross Time Billing

1959-'60

Source: TvB Figures from Leading National Advertisers and Broadcast Advertisers Reports

	December			January-December		
	1959	1960	% Change	1959	1960	% Change
ABC	$13,280,610	$14,788,070	+11.4	$125,665,324	$158,591,010	+26.2
CBS	23,935,048	23,205,750	— 3.0	266,355,269	274,139,763	+ 2.9
NBC	21,453,811	22,691,002	+ 5.8	235,290,937	249,640,296	+ 6.1
Total	$58,669,469	$60,684,822	+ 3.4	$627,311,530	$682,371,069	+ 8.8

MONTH BY MONTH—1960

	ABC	CBS	NBC	TOTAL
January	$13,260,010	$23,477,358	$20,980,897	$57,718,265
February	12,677,110	22,977,171	19,923,712	55,577,993
March	13,487,460	24,043,799	21,072,164	58,603,423
April	12,701,240	22,580,032	20,642,038	55,923,310
May	12,876,050	23,209,917	19,414,264	55,500,231
June	11,948,700	22,062,832	18,959,323	52,970,855
July	12,529,660	23,442,997	19,805,457	55,778,114
August	11,366,100	21,448,482	18,052,503	50,867,085
September	11,875,080	21,103,437	18,436,653	51,415,170
October	15,239,570	23,024,149	25,086,325	63,350,044
November	15,841,960	23,563,839	24,575,958	63,981,757
December	14,788,070	23,205,750	22,691,002	60,684,822

Parts of the Day

	December			January-December		
	1959	1960	% Change	1959	1960	% Change
Daytime	$18,398,853	$19,990,928	+ 8.7	$203,103,778	$210,883,356	+ 3.8
Mon.-Fri.	14,951,298	15,671,404	+ 4.8	171,243,799	173,257,209	+ 1.2
Sat.-Sun.	3,447,555	4,319,524	+25.3	31,859,979	37,626,147	+18.1
Nighttime	40,270,616	40,693,894	+ 1.1	424,207,752	471,487,713	+11.1
Total	$58,669,469	$60,684,822	+ 3.4	$627,311,530	$682,371,069	+ 8.8

THE OFFICIAL AUDIT BUREAU OF CIRCULATION FIGURES
Just released for the 12-Month Period ending Sept. 30, 1960

CERTIFY THE LEADERSHIP of the
The San Francisco EXAMINER

EXAMINER DAILY
LEADS the Chronicle in TOTAL circulation by 5,833
Examiner Total Circulation 277,812—Chronicle, 271,979

EXAMINER SUNDAY
LEADS the Chronicle in TOTAL circulation by 150,477
Examiner Total Circulation 464,473—Chronicle, 313,996

EXAMINER DAILY
LEADS the Chronicle in combined City and Retail Trading Zone by 1,217
Examiner City & Retail Trade Zone, 224,114 — Chronicle 222,897

EXAMINER SUNDAY
LEADS the Chronicle in combined City and Retail Trading Zone by 80,322
Examiner City & Retail Trade Zone, 327,306 — Chronicle, 246,984

EXAMINER DAILY
LEADS the Chronicle in City Circulation by 28,191
Examiner City Circulation 109,368. Chronicle 81,177

EXAMINER SUNDAY
LEADS the Chronicle in City Circulation by 60,549
Examiner City Circulation 148,068—Chronicle, 87,519

Today, the essential and most potent force in Advertising is

BELIEVABILITY

The circulation figures shown above are the official audited figures certified by the Audit Bureau of Circulations for the 12-month period ending Sept. 30, 1960. Not an estimate, a projection, or a guess–nor a portion lifted from the whole to find a favorable figure! For the full period covered by the audit (and the purpose of an audit for the full year's performance is to preclude a quick judgment of circulation values based on results of short term hypos or one-shot sensationalism) shows the substantial leadership of The Examiner. A lead in total daily circulation over the Chronicle of more than 5,000 and a lead in city circulation of over 34%.

This leadership is the reflection of reader confidence–the result of publishing each day, a brightly written, tastefully edited newspaper which won for The Examiner the top award of the California Newspaper Publishers Association for "General Excellence."

San Francisco BELIEVES in the
EXAMINER
Tells You More...Says It Better!

Represented Nationally by Hearst Advertising Service Inc.

BARNUM Belongs
to Yesterday

Toda

y, the essential and most potent force in advertising is

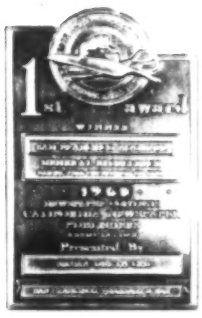
BELIEVABILITY

In San Francisco, the **INTEGRITY** of the **EXAMINER** backs up your advertising—gives credence and **BELIEVABILITY** to your selling message.

It stands to reason that such confidence must be earned. Stunts and contrived sensationalism may attract an audience but not since the days of Barnum have they sold medicine...nor will they today sell food, motor cars or the other quality products and services you advertise.

EXAMINER readers know they can rely not only on the validity of the news reporting but on the depth of its coverage. Brightly and concisely written–tastefully edited it appeals to bright, busy, discriminating people.

Perhaps this is why more advertisers—Retail, National and Classified—find the **EXAMINER** is the most profitable way to move merchandise in the San Francisco market.



FIRST AWARD FOR "GENERAL EXCELLENCE" AMONG ALL CALIFORNIA NEWSPAPERS.

San Francisco BELIEVES in the

EXAMINER

Tells More—Says It Better!

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.

E-X-P-A-N-D

with GROWING NORTHEASTERN MAINE

There is exciting new GROWTH in the E-X-P-A-N-D-I-N-G Third of Maine . . . the vast Northern and Eastern area covered by the BANGOR DAILY NEWS.

22,848 Gain In Area Population! . . . Home County, Penobscot, Leads State in Population Gains! . . . $85 Million in New Construction Contracts for 1961! . . . State Retail Tax Payments Show Business is Better in NEWS Area!

Details on these GROWTH factors on request. Write to Advertising Dept.

Bangor Daily News

Maine's Largest Daily Newspaper

Represented by Johnson, Kent Gavin & Sinding, Inc.

CIRCULATION **75,283** A B C 9/30/60

Gore Leaves 'Daily News' to Join Ayres Department Store

Budd Gore has resigned as assistant to the general manager of the *Chicago Daily News* to join L. S. Ayres & Co., Indianapolis department store, as director of publicity and public relations.

Mr. Gore joined the *Daily News* in 1956 as retail advertising manager and in 1959 was appointed advertising manager. In 1960, he was appointed assistant to the general manager. Prior to joining the *News*, he was advertising manager of Marshall Field & Co., Chicago, and publicity director of Halle Bros. Co., Cleveland department store. The *News* said his post will not be filled.

Conniff to Make Jingles

Ray Conniff, Sherman Oaks, Cal., composer-conductor who records for the Columbia label, has announced that Ray Conniff Enterprises will branch out into the production of musical radio-tv commercials.

PUZZLE—*This grocery ad appearing in the Star-Beacon, Ashtabula, O., Feb. 23 incorporates a crossword puzzle which can be worked out only by reading the ad copy.*

another case study in the production of sales literature

help to a young man with a HOT PROBLEM

A young advertising man came to us some time ago in need of all the help we could give him. His job was to get out in the shortest time possible a combination institutional and sales booklet for a blue-chip metal corporation.

He had copy. Good so far as it went. But he thought, and we agreed, it was too far over on the technical side for the popular piece it was intended to be. So we gave it an editorial revision, which he and his management greeted with loud huzzas.

The young man was not satisfied, either, with his heads and subheads. So we lent a helping hand and fixed that.

And, finally, the title: he was not happy with what he had. So we made several suggestions, and one of these rang the bell with a reverberating clang.

The last time we saw the booklet, the Chairman of the Board was displaying it proudly on a national TV program. And the last time we talked with our young friend, he had received a nice promotion for the skill he had shown in getting what he needed from Donnelley's. It couldn't have happened to a nicer guy!

Big, middling, and small printing jobs all get the same thorough attention here. Especially welcome are those that have proved to be "hard nuts to crack." And you can always count on us for our extra best when you want help on *printed business tools* aimed at jumping *Results*.

So let's talk over your printing problems—without any obligation to you whatsoever. Drop us a line. Or telephone us—CAlumet 5-2121 in Chicago; YUkon 6-1144 in New York; or DUnkirk 5-2946 in Los Angeles.

Why not call us *Now*—while you think of it.

a good title

appealing heads and subheads

popularization of the copy

The Lakeside Press

R. R. DONNELLEY & SONS COMPANY

350 East Twenty-second Street

Chicago 16

Sales offices also at:

220 East 42nd Street, New York 17

3460 Wilshire Boulevard, Los Angeles 5

Northwest Schools Misrepresents Its Courses, FTC Says

WASHINGTON, Feb. 28—The Federal Trade Commission today issued a three-point order to curb newspaper ads by a Portland, Ore., school.

The order was against Northwest Schools and Soma Advertising Agency, both owned by Mr. and Mrs. William A. Sawyer. In a complaint issued July 1, 1959, FTC contended that ads for the school seemed to be promising jobs, instead of merely offering training courses.

The complaint was directed against ads with such headlines as "Airlines Need Men and Women." FTC charged that "registrars" and "field registrars" who visited individuals who responded to the ads were really salesmen.

In the order issued against the two organizations and their owners, FTC forbade the use of any representation that (1) employment is offered, when the actual purpose is to obtain purchasers for training courses; (2) graduates are qualified for employment by airlines, or any other job where qualifications established by prospective employers cannot be acquired through the course; and (3) salesmen are "registrars" or "field registrars."

■ FTC dismissed a number of charges based on the allegation that sales representatives of the schools misrepresented the job opportunities available to those who take the courses. #

Syndet Sales Climb

Sales of soap and synthetic detergents set new highs in 1960, according to the Assn. of American Soap & Glycerine Producers, New York. Participating manufacturers reported a tonnage rise of 2.3% to 4,367,586,000 lbs. and a sales rise of 2.4% to $1,119,884,000. Broken down, synthetic detergent sales were up 3.4% to $800,673,000, while soap sales continued their decline. Last year they were $319,211,000.

Estes Joins Knox Reeves

Harry A. Estes has joined Knox Reeves Advertising, Minneapolis, as administrative and business director, a new position. Mr. Estes formerly worked in the systems and procedures department of J. Walter Thompson Co., New York.

Rasmussen Joins Holmgren

Merten W. Rasmussen has joined the industrial accounts division of E. T. Holmgren Inc., St. Paul. Mr. Rasmussen formerly was with Trano Co., Allis-Chalmers Mfg. Co. and Morgan Co.

NOW'S THE TIME TO POUR IT ON!

Chicago's biggest, busiest and best-attended Auto Show has just broken every record in the book.

And last week in Evanston, a man sold a $42,000 home on the first day he advertised it with a 7-line ad in the Tribune.

A record crowd of 789 000 turned out for the Auto Show. Only 40 called about the home. But both events sharply underscore the same moral: Offer a good value at a good price and customers will respond.

These are by no means isolated instances. From our close association with thousands of Chicago firms, we at the Tribune are in a position to know hundreds of facts and figures about Chicago business that you won't find mentioned in the reports from Washington. Here are a few:

Vignola Furniture's hard-hitting advertising in the Tribune produced a 14% sales gain for the biggest January in the store's history! / Hanover Builders credits Tribune classified with selling over six million dollars worth of homes in the last 8 months! / For its Salute To California promotion, Carson Pirie Scott's 25% increase in Tribune advertising "gave January sales a big lift and helped beat some terrific figures"! / Mayflower Food Stores' opening was advertised big in the Tribune. Crowds lined up for hours in 2 degree temperatures. Two additional cash registers were installed the first week.

Reports like these reaffirm our conviction that business in 1961 will be as good as we make it.

So let's throw away the crying towel and get off our upholstered seats. Now's the time to pour it on! Here at the Tribune, we've expanded our advertising sales force and increased our advertising budget.

We're shooting for another record year and we'd be pleased to have you join us.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Popularity of TV Shows Varies by Age, TvQ Finds

NEW YORK, March 2—Analysis of the latest TvQ report, covering interviewing in February, indicates clearly why tv program buying represents such a tough decision for advertisers and their agencies.

This qualitative measurement service scores network programs not only on the basis of viewer enthusiasm on the part of the total audience, but also of various age sub-groups within the total audience. And, as would be expected, there are wide variances among the preferences of the kids, teen agers, young adults, middle-age viewers and older tv fans.

The Home Testing Institute comes up with what it calls a TvQ rating by dividing the number of people who say they are familiar with a program into the number terming it "one of my favorites" to arrive at a percentage. The data are obtained through questionnaires sent to a national cross-section of 1,000 homes. Reports are published 12 times a year.

A look at the adjoining chart might lead to such observations as these:

• Few programs are appreciated equally by all segments of the audience. None of the top ten for the total audience made the top tens of all the five age sub-divisions.

• But if it's generally favorable reaction they're looking for, Red Skelton's bosses at S. C. Johnson & Son certainly need have no worries. Mr. Skelton is everybody's favorite—except the kids, and they don't often buy waxes.

• A surprising entry is "Sing Along with Mitch," just started as an alternate program to the "Bell Telephone Hour" when this report was made. Its regional backers,

Network TvQ Leaders by Age Groups

February, 1961

Rank by Total Audience	=	†TvQ Rating	Kids (6-11)	Teens (12-17)	Youngs (18-34)	Middle (35-49)	Old (50 & up)
1. Bonanza (NBC)	(3)	50	*Flintstones	*Bonanza	*Untouchables	*Wagon Train	Lawrence Welk
2. Wagon Train (NBC)	(3)	48	Bugs Bunny	*Flintstones	*Bonanza	*Bonanza	*Perry Mason
3. Red Skelton (CBS)	(4)	47	Dennis the Menace	77 Sunset Strip	*Wagon Train	*Perry Mason	CBS Reports
4. Flintstones (ABC)	(3)	46	Matty's Funnies	Twilight Zone	*Red Skelton	*Red Skelton	*Wagon Train
5. Andy Griffith (CBS)	(3)	45	Leave It to Beaver	*Untouchables	*Sing With Mitch	CBS Reports	*Sing With Mitch
6. Real McCoys (ABC)	(3)	45	Walt Disney Presents	*Red Skelton	Thriller	*Real McCoys	*Real McCoys
7. Untouchables (ABC)	(3)	45	Happy	Route 66	*Andy Griffith	*Andy Griffith	Candid Camera
8. Sing With Mitch (NBC)	(3)	44	*Andy Griffith	*My Three Sons	*Gunsmoke	*Gunsmoke	Ernie Ford
9. Gunsmoke (CBS)	(2)	42	National Velvet	Thriller	Winston Churchill	*Sing With Mitch	*Red Skelton
10. My Three Sons (ABC)	(1)	40	*Real McCoys	Roaring 20s	*Flintstones	*Untouchables	I've Got a Secret
10. Perry Mason (CBS)	(2)	40			Twilight Zone		Price Is Right

† TvQ rating is measurement of viewer enthusiasm for a program.
* Also in the top ten for total audience.
=Number of times in top tens of sub-groups.

The NEW IDEA

in successful sales promotion

Have you noticed the large increase in the use of newspaper full-page color, with its brilliant tones, hairline register, and strong selling impact through fidelity and attractiveness of image?

Prompt sales results are the answer. Ability to spot strong local campaigns where needed, with heavy merchandising of the campaign to grateful dealers, is producing welcome orders before, during and after the campaign.

Putting the sales punch where the profits are quickest and easiest can best be done with the help of your experienced Mat Molder. He is equipped with the highly specialized CERTIFIED line of mats, including the following:

SILVERTONE IMPRESTOMATS
The highest quality mat made for fine screen magazine and color work.

BLUE RIBBON MATS
for hot molding where a sensitive base and coating is required. High fidelity in reproducing originals.

BLUE RIBBON BC MATS
have the same sensitive base as the regular Blue Ribbon mats but with a little stronger facing. They withstand undercutting on the originals.

BLUE RIBBON UC MATS
are curve casting mats, sensitive enough to take a fine impression, but strong enough to be cast in a pony or junior.

BLUE RIBBON ROP CC MATS
are the ultimate in direct curve casting mats suitable for use in automatics. As many as 25 casts have been made without impairment. This is the original direct curve cast mat for general newspaper campaign purposes, both black and white and color. It gives once removed quality.

CERTIFIED DRY MAT CORPORATION
555 Fifth Avenue, Department D,
New York 17, N.Y.

Certified
BLUE RIBBON MATS

The Beckett Paper Company presents

SATIN SHELL

—a truly new creation in the fine paper field.

For a demonstration of its printability, see SATIN SHELL— feel it . . .

. . . in the insert on pages 79 and 80 of this issue.

THE SAN DIEGO UNION AND EVENING TRIBUNE

Ballantine beer in the East and Malt-O-Meal cereal in the West, would seem to have every reason for being pleased with this musical's showing with all the age groups of interest to them—that is, 18 and up.

• One egghead program did well in this study. The news documentary, "CBS Reports," rated strong with the middle-age and older people. Whether this type of ammunition will help the network sell the program, now a sustainer after an earlier run for Philip Morris Inc., remains to be seen.

• When Dodge decided to give up Lawrence Welk after six years of sponsorship of his Saturday night dance stanza, there was indication that the auto maker wanted to switch to a type of tv with more appeal to young adults. The company plans to sell hard on its Darts and Lancers. The Welk style, though very successful on tv, and the producer of a current hit record on radio, has never been beamed toward the modern set. And these TvQs clearly call attention to Mr. Welk's biggest asset, his popularity with the not-so-young. #

Clarke to Medical Directory

Dale B. Clarke, formerly western advertising representative of the American Medical Assn., has joined Medical Directory, Minneapolis, publisher of regional medical directories, as national advertising manager. The publisher has also added Allen Tupper Jr., a former sales representative of Minnesota Mining & Mfg. Co., as regional representative.

Ralph Jones Promotes Two

Stanley A. Willer, exec vp of Ralph H. Jones Co., Cincinnati, has been promoted to board chairman, and Paul D. Myers, account executive, has been named exec vp and director of the agency. C. M. Robertson Jr. continues as president.

WHIMSY—*King County Medical Service Corp., Seattle, is continuing its 1960 whimsical cartoon approach on outdoor posters for its medical care plan during 1961. The Seattle office of Pacific National Advertising Agency handles the account.*

Gardner, Stein Changes Name

Gardner & Stein Advertising, Chicago, has changed its name to Gardner, Stein & Frank and moved to larger offices at 20 N. Wacker Dr. Principals of the new corporation are the former partners, Howard A. Gardner, president; and Robert M. Stein and George B. Frank, vps.

Seven Join AFA

Advertising Federation of America, New York, has announced seven new members, all in New York: R. H. Macy & Co.; Hotels Astor-Manhattan; H. J. Gerdts Co.; Laurel Advertising; Davis, Parsons & Strohmeier; Fredricks & Co.; and C. J. Herrick Associates.

St. Anthony MESSENGER
A million prospects await your message.
ADVERTISE NOW!
MAY ISSUE CLOSES MAR. 20
Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd. Chicago 4
Telephone HArrison 7-7176
NATIONAL CATHOLIC FAMILY MAGAZINE

NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

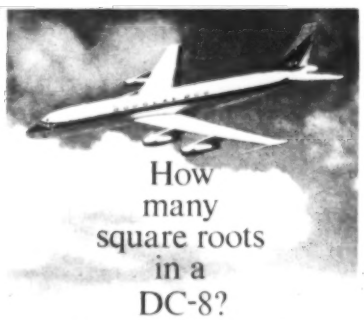
Sell San Diego County—the nation's 20th largest market in food store sales* —through the advertising columns of two metropolitan dailies: *The San Diego Union* and *Evening Tribune*. Coverage is solid (227,678 ABC 3 31 60) and family readership is high (86.9% for evening-and-Sunday combination, according to Facts Consolidated). Both newspapers offer advertisers active merchandising cooperation, regular product surveys, and award-winning ROP color.

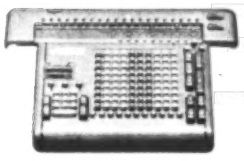
* 1960 Sales Management Survey of Buying Power

Copley Newspapers: 15 Hometown Daily Newspapers covering San Diego, California – Greater Los Angeles – Springfield, Illinois – and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service. REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC. (Nelson Roberts & Associates)

"The Ring of Truth" Copley Newspapers

The San Diego Union | EVENING TRIBUNE





Friden

SQUARE ROOT SOLVER—*Friden Inc., San Leandro, Cal., will run ads like this one in the March issues of six magazines for its SRW desk calculator.*

Friden Sets New Push in Magazines, Business Papers

SAN LEANDRO, CAL., Feb. 28—Spreads in the March issues of five magazines are being used by Friden Inc. to illustrate "How Friden lays the foundation for practical office automation."

"Last October," explains George Beeken, Friden advertising manager, "we ran a spread in general magazines which drew more favorable comment than any ad we have ever had. We think the current series is equally good."

The complete schedule reviewing Friden's "systems" machines will run in March issues of *Business Week, Fortune, Nation's Business, Newsweek* and *U.S. News & World Report.*

■ In addition, a page version will appear in the *Wall Street Journal* as well as a half-page ad in *Life International* and a two-third page ad in *Vision.* The latter two will be utilized to promote Friden's Flexowriter and the Computyper.

A total of 37 business publications will be used in the campaign. Friden's agency is Richard N. Meltzer Advertising. #

RCA Reports Sales Up 7%; Earnings Show Drop in 1960

Radio Corp. of America, New York, reported record sales of $1,494,896,000 for 1960, representing an increase of 7% over the $1,395,620,000 recorded in 1959. Net profits, after taxes, however, showed a 13% decline to $35,117,000, from the $40,142,000 for 1959.

Reasons given for the drop in profit were the company's heavy investments in electronic data processing equipment and a write-off of the $4,000,000 cost of centralizing RCA's consumer products operation in Indianapolis. National Broadcasting Co. accounted for 22% of RCA's total sales, or $329,682,000.

Hutzler Adds Gardner Unit

Gardner division, Diamond National Corp., Middletown, O., manufacturer of paper box board and packaging, has appointed Hutzler & Sabatino, Dayton, to handle its advertising.

WNBC-TV Issues Rate Card Boosting Prime Minutes

WNBC-TV, New York, is introducing a new rate card which increases the price of a prime time minute announcement, while holding the cost of a prime 20-second spot, effective March 1. The new rate card marks a boost in the 8 p.m. station break slot minute to $2,500—$200 over the previous cost. The 8 p.m. 20-second announcement remains $2,300. There are six 20-second spots available at that time period each week. An advertiser can buy the fixed position 8 p.m. spot at a 40% discount, or $1,380.

The new rate card also offers advertisers an additional 5% discount for taking advantage of the new consecutive weekly discount plan. This brings WNBC-TV's top available discount to 57.25%, an increase of 7.25% over the previous rate card. On the new card, minute station break availabilities increased from $600 to $700 for the 10:30 a.m. to 4:30 p.m. area. A reduction in prices affected the 7 to 10 a.m. period, where minutes went from $400 to $300 and 20-seconds from $300 to $225. During the past several years, demand for minutes has caused most tv stations to raise the minute rate to bring about a more realistic balance between minutes and 20-seconds.

Goldfarb to Country Tweeds

Mickie Goldfarb, formerly retail promotion manager of *Glamour*, has joined Country Tweeds, New York, as advertising and promotion manager, a new post.

Moreland Changes Name

Frank Moreland Advertising, Los Angeles, has changed its name to Frank Moreland Co. and has moved to new offices at 1737 N. Western Ave.

President Kennedy writes on new policy for Latin America— Exclusive in LIFE en Español

The eyes of Latin America are intently focused on the White House. What will be the new attitude and policy toward economic aid . . . toward tyranny of the Left or of the Right . . . toward inter-American trade?

Many of the answers are in the March 6th issue of LIFE EN ESPAÑOL . . . in an article written exclusively for LIFE EN ESPAÑOL by President John F. Kennedy. In it, he discusses his policy for Latin America . . . the formation of a new Alliance for Progress—Alianza Para el Progreso—and a new top-level U.S. task force to coordinate Latin American affairs.

This is still another notable LIFE EN ESPAÑOL exclusive. It follows, by a few months, LIFE EN ESPAÑOL's unprecedented report in which nineteen Latin American Presidents gave their views on the state of U.S.-Latin American relations.

For your copy of President Kennedy's article printed in English, write: The Editor, LIFE EN ESPAÑOL, Time & Life Building, Rockefeller Center, New York 20, N. Y.

LIFE EN ESPAÑOL

The most influential editorial voice in the Spanish-speaking world

Marketing Team Plans Campaign for 'Instant Corn'—All They Need Is a Product

MINNEAPOLIS, Feb. 28—There's a good potential market for dehydrated sweet corn that can be restored to field freshness by adding water, a team of Madison Ave. marketing specialists agreed here last week.

If the product ever is invented, they believe it could be successfully introduced nationally with a year-long advertising campaign costing $2,904,400.

The New Yorkers described their promotion plans for hypothetical "instant corn" at the annual Advertising Club of Minneapolis workshop.

Thomas Kilbride of Knox Reeves Advertising, workshop general chairman, said that after the specialists had been turned loose on the project, *Reader's Digest* carried a story in its February issue describing the identical freeze-dry process of dehydrating foods that the committee had selected.

■ "So our product may not be as hypothetical as we at first thought," he said.

Alex Gochfeld, vp of the Institute for Motivational Research, led off with an analysis of the sweet corn market and a report on consumer panel studies conducted as though a real instant corn product was ready to be introduced.

He reported most Americans think of sweet corn as a "special" food that must be rushed from field to cooking pot in order to preserve its "straight-off-the-cob" freshness.

"People like or dislike spinach, but they love corn," he said.

The potential best customer for the dehydrated product, then, is the "corn loyalist" who must be convinced it will make his "corn dream" come true.

Mr. Gochfeld said consumers tend to be skeptical that a dehydrated product could be reconstituted to taste like fresh corn, but 80% agreed they would be willing to try it.

■ Frank Gianninoto, of Frank Gianninoto & Associates, who designed the package for the hypothetical product, showed some early efforts using the brand name Cob Sweet.

"But as so often happens, the client changed the name in the middle of the stream," he observed.

His package for Freshpict, the name eventually selected, turned out to be a family size carton containing four hermetically sealed boxes each to hold servings for two people.

Feminine styles of type and yellow and green colors to suggest field freshness of corn were selected for printed matter to boost sales appeal on supermarket shelves, he said.

■ Herbert Maneloveg, vp and media director of Batten, Barton, Durstine & Osborn, offered a complete plan of media strategy and tactics tailored to a first year budget of $2,904,400.

He emphasized that it could not be exact without much more information about the non-existent manufacturer of Freshpict and its marketing plans.

Basic strategy devised for the advertising, he said, called for nationwide coverage at the start, with supplementary efforts in specific food markets and local promotions to enlist dealer support.

The introductory story, he said, would be carried in national magazines—one mass circulation book and four major women's books.

Network radio would lend support and spot television would be used in 40 major markets doing 65% of the nation's food business.

There would be a schedule of full and half-page color spreads in Sunday supplements and a daily newspaper schedule geared to local promotions.

■ The brand name Freshpict, said Howard M. Wilson, vp and creative director of Kenyon & Eckhardt, emerged from agency brainstorm-

(Continued on Page 60)

This is the place

. . . where you can get facts on how your company can merchandise your products profitably through premiums and incentive merchandise

The place

28th annual
National Premium
Buyers Exposition

. . . hub of the premium and incentive merchandising industry

The location: NAVY PIER • CHICAGO

The dates: APRIL 10-11-12-13, 1961

You must attend! Mark your calendar now and make your advance plans.

Those interested in attending NPBE should write:

A. B. COFFMAN ASSOCIATES

Exposition Managers
28 East Jackson Blvd.
Chicago 4, Illinois
Phone: WEbster 9-0980

NPBE is under the auspices of the Premium Advertising Association of America, Inc.

For Mid-America Advertisers . . .

BUY **This Day**

The COLORful family magazine of The Lutheran Church -Missouri Synod.

GREATER ACCEPTANCE

This Day is read thoroughly and with believability and confidence. Surveys reveal that 52.2% of the subscribers spend 2 to 3 hours reading This Day!

CONCENTRATED MID-WEST MARKET

Total paid circulation more than 105,000. More than 62,000 subscribers in these eight states:

Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio, Wisconsin

LOW COST

Full page only $360 (12 ti. rate)

COLOR IMPACT

Print in four colors . . . full range! Beautiful, full-color illustrated editorial content. Published monthly.

This Day Concordia Publishing House
3558 S. Jefferson Avenue
St. Louis 18, Missouri

Kilbride Gochfeld Gianninoto

STRATEGY CORN-FERENCE—*Alex Gochfeld, Institute for Motivational Research, and Frank Gianninoto, package designer, show packages of their hypothetical "instant corn" to Thomas Kilbride, Knox Reeves Advertising, general chairman of the annual Advertising Club of Minneapolis workshop, at which marketing plans for the product were outlined.*

ing sessions.

Some of the discarded suggestions: Farmers Delight, Virgin Corn, Justplucked, and Instant Fixt.

True to the motivational research findings of the institute group, creative people at K&E addressed themselves to the sweet corn gourmets, whom they finally designated as "corn fanatics."

The creative platform for Freshpict said the objective of advertising would be to convince corn lovers that they are being offered an entirely new product. Writers were warned that their prime prospects were people who know corn must be picked and rushed to the cooking pot "at the moment of truth. (If you trip along the way the moment is lost.)"

■ Mr. Wilson displayed elaborate layouts for color and b&w print ads with such headlines as "Corn Fanatic! There's No Need to Move to the Corn Belt Now" and "In Five Minutes It's August on the Farm."

Loudest applause from the more than 450 advertising people at the workshop was evoked by television and radio jingles presented by Chuck Goldstein of Chuck Goldstein Productions.

Addressed to "Harold Jones, Corn Fanatic," they exhorted him to try the product and "live again" above a rhythmic background of "beeps" to suggest kernels of sweet corn reconstituting themselves in a pan of water.

Following the formal presentation, members of a committee named to represent the non-existent "client" asked questions and offered revisions of the proposals.

Black, Little Adds Two

Zenith Laboratories, Englewood, N.J., pharmaceutical company, has named Black, Little & Co., Newark, to handle its advertising. Zenith is a private formula manufacturer selling to the drug industry. It will use drug trade publications and direct mail. Black, Little also has been named to handle advertising for Trelawny Club Ltd., a resort in Runaway Bay, Jamaica.

Robinson Joins WMBD-TV

Gene Robinson, formerly a newscaster and production executive of WCIA, Champaign, Ill., has been appointed operations manager of WMBD-TV, Peoria, Ill.

MAN WITH A GOLDEN PLOWSHARE!

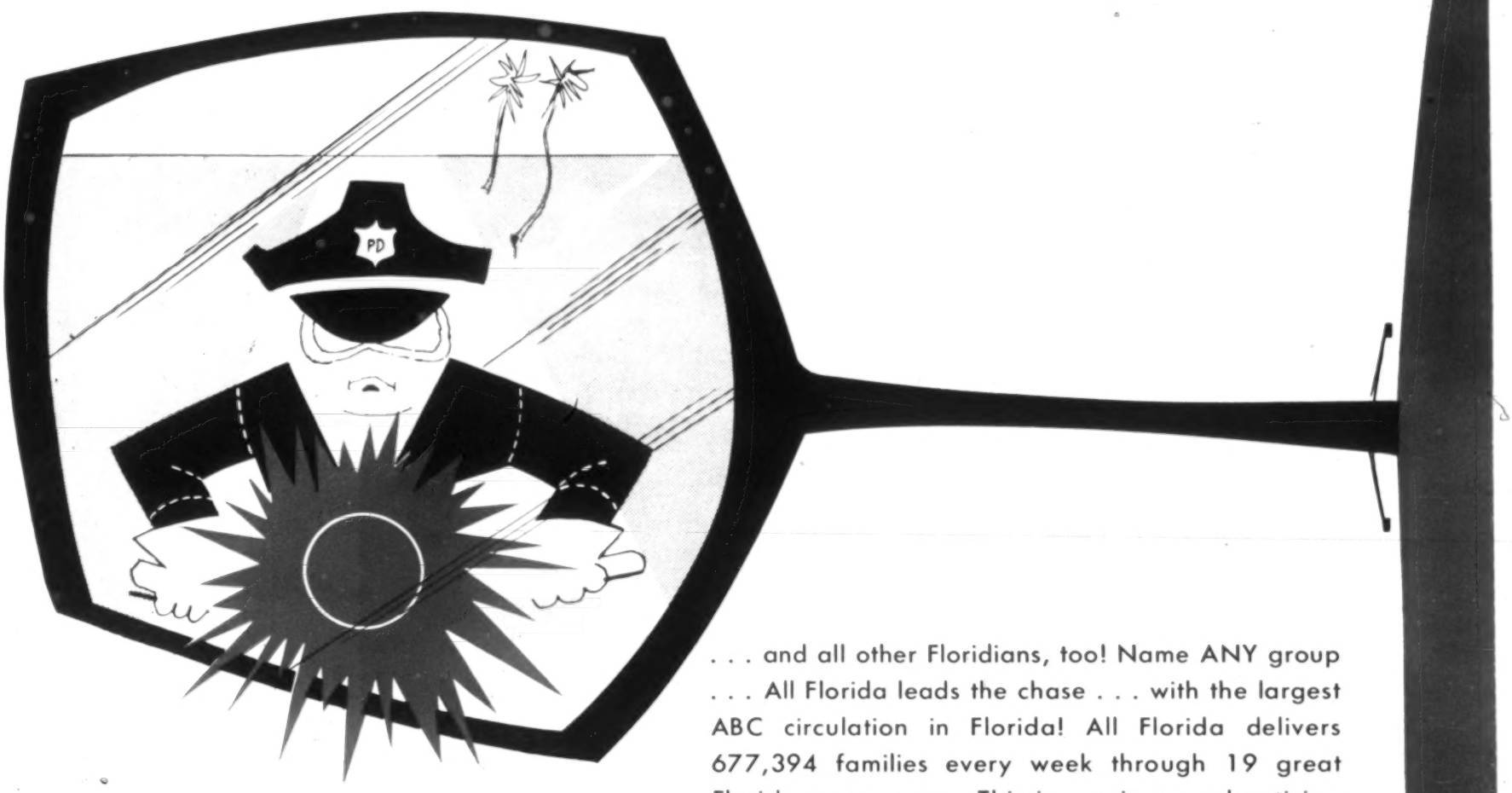
The average Iowa farmer has an income of $14,187 per year. He runs his big operation in a state that has 25% of all the Grade A farm land in America, with almost as many top-income farm counties as the next *two* states *combined*.

WHO-TV reaches 57 counties in the heart of this great agricultural treasure house—and gives you Metropolitan Des Moines as a bonus! (Actually ¾ of WHO-TV's two-billion-dollar market lies outside of Metro Des Moines.)

Buying television in Iowa is different from buying coverage of the teeming masses you see from your window on Madison Avenue or Michigan Boulevard. Out here almost *everybody* has substantial discretionary spending-money—and farm people most of all. Ask PGW for all the facts on Central Iowa!

Source: Sales Management Survey of Buying Power, July 10, 1960, and SRDS, January 1, 1961.

WHO-TV WHO-TV WHO-TV



All Florida Magazine reaches more Florida Auto Owners than any other medium!

. . . and all other Floridians, too! Name ANY group . . . All Florida leads the chase . . . with the largest ABC circulation in Florida! All Florida delivers 677,394 families every week through 19 great Florida newspapers. This is maximum advertising drive! Full-power that delivers to any group you're aiming! So slow down . . . before you advertise in Florida, check the figures . . . you get more mileage with All Florida! And why does All Florida cop the Florida market? It's no accident! All Florida speaks personally to all Floridians . . . it delves into Florida personalities and places . . . points the way to more enjoyable Florida living . . . and its TV Week pages give seven-day pulling power. That's high-octane fuel for any advertiser!

So don't get caught speeding down the Florida advertising highway . . . stop . . . look and listen to the full All Florida story from your Kelly-Smith representative.

Distributed in 19 Newspapers

DAYTONA BEACH Sunday News-Journal, DELAND Sun News, FORT MYERS News-Press, FT. PIERCE News-Tribune, GAINESVILLE Daily Sun, JACKSONVILLE Florida Times-Union, LAKELAND Ledger, LEESBURG Daily Commercial, MELBOURNE Times, MIAMI News, OCALA Star Banner, PALM BEACH Post-Times, PANAMA CITY News-Herald, PENSACOLA News-Journal, SARASOTA Herald-Tribune, ST. PETERSBURG Independent, TALLAHASSEE Democrat, TAMPA Times, WINTER HAVEN Daily-News-Chief.

Represented nationally by KELLY-SMITH COMPANY

ATLANTA — 1627 Peachtree Street, BOSTON — Parker House Office Building, CHICAGO — 111 West Washington Street, DETROIT — New Center Building, LOS ANGELES — 5225 Wilshire Boulevard, MIAMI — 121 Southeast 1st Street, NEW YORK — 750 Third Avenue, PHILADELPHIA — Philadelphia National Bank Building, SAN FRANCISCO — 235 Montgomery Street, SYRACUSE — 472 South Sabina Street.

ALL FLORIDA MAGAZINE

The Sunday Supplement reaching more Floridians than any other Medium!

"And they bought WSBT-TV schedules and lived happily ever after!"

Ad people learn early that WSBT-TV has put a new twist in an old tale. Dominating the 3-station South Bend market, WBST-TV reaches a 15-county area that consistently rates way above the U. S. average in per capita income. South Bend's a good place to do business, and the way to reach it is with WSBT-TV. So unless you have a fairy godmother to help move the merchandise, try a WSBT-TV schedule. For complete details call Raymer's and ask for Prince Charming.

CBS TELEVISION NETWORK

WSBT-TV

SOUTH BEND, INDIANA

Channel 22

Paul H. Raymer, Inc., National Representative

Hayes Perkins Hill Schneider

METAL MEET—*Metalworking marketing seminar sponsored by the Chicago chapter of the Assn. of Industrial Advertisers drew a crowd of 350 people, including Harold Hayes, vp of Fuller & Smith & Ross, who was program chairman; R. A. Perkins, treasurer of Kearney & Trecker Corp., Milwaukee, who spoke on automation; William E. Hill, managing partner of William E. Hill & Associates, New York, marketing consultant; and W. E. Schneider, advertising manager of LaSalle Steel Co., Hammond, Ind.*

Broiler Council Sets Drives for 'Prestige Uses' of Chicken

National Broiler Council, Richmond, Va., will stress the "prestige uses" of chicken in the October-through-December stage of its 1961 promotions. Plans are being made for advertising and in-store related item promotion in this period. Currently in the midst of its third Corn-Crisped Chicken campaign, cooperating with Kellogg's Corn Flake Crumbs, Reynolds Wrap, Ac'cent and Pet Milk, the council will stress "Top Value—Top Taste—Top Nutrition" of chicken from April through June.

"Chicken for Summertime Eating" will be the theme of the July-September activities, spearheaded by the Chick-n-Que promotion in July and August. Media advertising, merchandising and point of purchase will be used in the drives.

Buitoni Uses Print, TV to Promote RCA Album Offer

Buitoni Foods Corp., Hackensack, N.J., has launched a joint promotion with the RCA Camden division of RCA Victor Records in which the macaroni manufacturer is offering a special LP kiddie album for $1 plus a box top from its new spinach macaroni. The promotional album features selections from several of the label's children's records. The offer will run through the summer.

Buitoni will feature its record in page and half-page ads in March, April and May *Good Housekeeping*, *Life* and *Parents' Magazine*. Commercials will be run on "Captain Kangaroo" on CBS-TV. Albert Frank-Guenther Law is the agency for Buitoni.

Lou Boudreau and Jack Quinlan

a great team of radio salesmen ready to bring you another tremendous season of

CHICAGO CUBS BASEBALL 1961

A few exciting availabilities still open

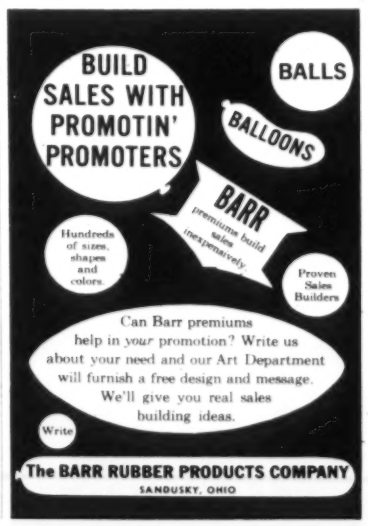
Starting in mid-March and continuing until October, Chicago Cubs Baseball pre-sells Chicagoland.

WGN RADIO

In Chicago, call:
Charles Gates
LAkeview 8-2311

In New York, call:
Edward Gerken
MUrray Hill 2-7545

Represented by Edward Petry & Co., Inc. except in Chicago, New York, Philadelphia and Milwaukee.


BUILD SALES WITH PROMOTIN' PROMOTERS
BALLS
BALLOONS
BARR
premiums build sales inexpensively.
Hundreds of sizes, shapes and colors.
Proven Sales Builders
Can Barr premiums help in your promotion? Write us about your need and our Art Department will furnish a free design and message. We'll give you real sales building ideas.
Write
The BARR RUBBER PRODUCTS COMPANY
SANDUSKY, OHIO

Our illustrious contributors

IRON AGE

a chilton publication

The best place to go for a fast answer is a man who knows the field. Sounds simple, but our editors have made it one of their basic principles.

When they wanted an opinion on what makes for success in business, they asked Ben Fairless for his opinions on the subject . . . and he gave them.

"Who," they asked, "could better answer questions about taxation and depreciation for our readers than George M. Humphrey?"

And wouldn't you like to have GE's Guy Suits' ideas on research for the smaller company . . . AMF's Moorehead Patterson's thoughts on diversification . . . W. F. Rockwell Jr.'s experiences in establishing overseas plants?

All of these leaders . . . and many more . . . have responded to our interest with articles. In this way, they pay tribute to a tradition of outstanding Iron Age editorial authority and integrity. And editorial service to the reader is the best service a magazine can render advertisers.

THE IRON AGE • a chilton publication • 56th & chestnut streets • philadelphia 39, pa.

Now!
Blessed Relief from Bar Charts

A fast-fast-fast answer for media men who can't digest any more statistics about Chicago newspapers

In the last month or so, Chicago newspapers have announced a lot of changes . . . in rates, readership, coverage, and so on. And with each change, another bar chart.

Now comes good news from the bar chart capital of the world: No more bar charts! Because all any busy media man really needs to know is that these facts haven't changed:

It takes two or more newspapers to sell Chicago, and in every major buying category...

TOP TWO FOR THE MONEY

are the

CHICAGO SUN-TIMES
CHICAGO DAILY NEWS

Note to Bar Chart Lovers:

For specific information on how Tribune and American rate changes have affected the figures in "Chicago NOW"—call your Chicago Sun-Times or Chicago Daily News representative.

CHICAGO: 401 N. Wabash Avenue, WHitehall 3-3000
NEW YORK: Time and Life Bldg., Circle 6-1919
DETROIT: Buhl Bldg., Room 1026, WOodward 3-0930
ATLANTA • LOS ANGELES • SAN FRANCISCO
Sawyer-Ferguson-Walker Co.
MIAMI BEACH: Hal Winter Co.

CHICAGO SUN-TIMES
CHICAGO DAILY NEWS

Copyright 1961, Field Enterprises, Inc.

Baker (A Man) Gives Recipe to Raise Dough by Mixing Many Bakers (Brands) into 1 Image

CHICAGO, Feb. 28—One brand name and one corporate image instead of many have definite advantages, but the process of image consolidation is not always a smooth, upward path in sales, according to Allan H. Baker, marketing manager of the Supreme Bakers division of United Biscuit Co. of America.

Mr. Baker told the Chicago chapter of the Sales Promotion Executives Assn. last week how his company reaped the advertising and marketing benefits of a consolidated image and what it did to rectify some early "blunders" of the brand unification program.

The parent company in 1959 had 11 regional divisions, with separate plants and different brands and packages. Today it has four larger marketing divisions, of which Supreme Bakers, a consolidation of five previous units, is one. Its sales area has a population of 34,500,000.

■ Supreme was made the big brand of the division. A "supreme-red" diamond was chosen as the corporate symbol, appearing on everything from saltine and cooky packages to trucks and letterheads.

NEW—*Redesigned package of Supreme Bakers' saltines stresses the new brand and diamond design.*

Brand consolidation in a large area made extensive advertising feasible and economical, Mr. Baker said.

To introduce products with a changed identity, Supreme used tv and color newspaper ads, followed by a heavy radio schedule of 10-second and 20-second jingles.

The emphasis was on the Supreme name and on saltine crackers. After the breakthrough of the new name and image in crackers, other products will follow naturally, the company believes.

In part because of the changeover, Mr. Baker said, sales in the Chicago area—part of the original Sawyer brand region—have gone up significantly.

■ However, initial results in other areas, such as the Dakotas, were immediately disappointing. Sales of the various kinds of cookies and crackers declined in spite of the improved packaging. Mr. Baker attributed the drop in volume to consumers' attachment to the old brands, such as Manchester or Waldorf.

As a solution—a purely transitional measure, limited to about six months—the company has decided to use the new package with both the Supreme brand name and the old one. The diamond symbol will receive emphasis in all cases.

Eventually, the new brand will reign supreme even in the die-hard old-brand markets, Mr. Baker predicted. #

Armstrong Cork Sets Push for Resilient Flooring

Armstrong Cork Co., Lancaster, Pa., has planned an extensive advertising campaign for its resilient flooring that will equal, in concentration, the company's record program of 1960. Full-color bleed pages are scheduled in *American Home, Better Homes & Gardens, Good Housekeeping, Holiday, House Beautiful, House & Garden, Ladies' Home Journal, Living for Young Homemakers, The New Yorker, Sports Illustrated, Sunset Magazine, The Saturday Evening Post, Town & Country* and *Vogue*.

Ads are also slated in *Better Homes & Gardens Home Furnishings Ideas, Home Modernizing, House Beautiful Building Manual* and *New Homes Guide Service* type ads, directed to architects, home builders and decorators, will appear in nine architectural and building publications. Newspaper and television advertising is also planned. Batten, Barton, Durstine & Osborn is the agency.

Small Joins WIL

Franklin H. Small has joined WIL, St. Louis, as sales manager. Mr. Small was formerly station manager of WFBM, Indianapolis.

WESTERN HORSEMAN
THE EYE FOR A BILLION DOLLAR MARKET; INSIDE FACTS ON THE WESTERN HORSEMAN READERS. Send for a Copy Today.
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

WAVE-TV viewers have 28.8% more SNIFFLES

—and gargle, gurgle and swallow 28.8% more products "for the relief of colds"!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE

NBC SPOT SALES, National Representatives

PHOTOGRAPHIC REVIEW

Chapuisat Soderburg Stefenson Braun Brown

SPRING INTERLUDE—*Maggi Brown, cover girl on the March Ladies' Home Journal, dresses in ski clothes and carries spring posies as she makes the rounds of New York, Philadelphia and Chicago advertisers and agencies. Here she relays her message that LHJ is about to "burst into spring" to Ed Stefenson, vp and marketing director; Robert H. Braun, ad manager; and Mike Chapuisat and Bob Soderburg, both product managers, of the Best Foods division of Corn Products Sales Co.*

Kadi Charlesworth Snyder

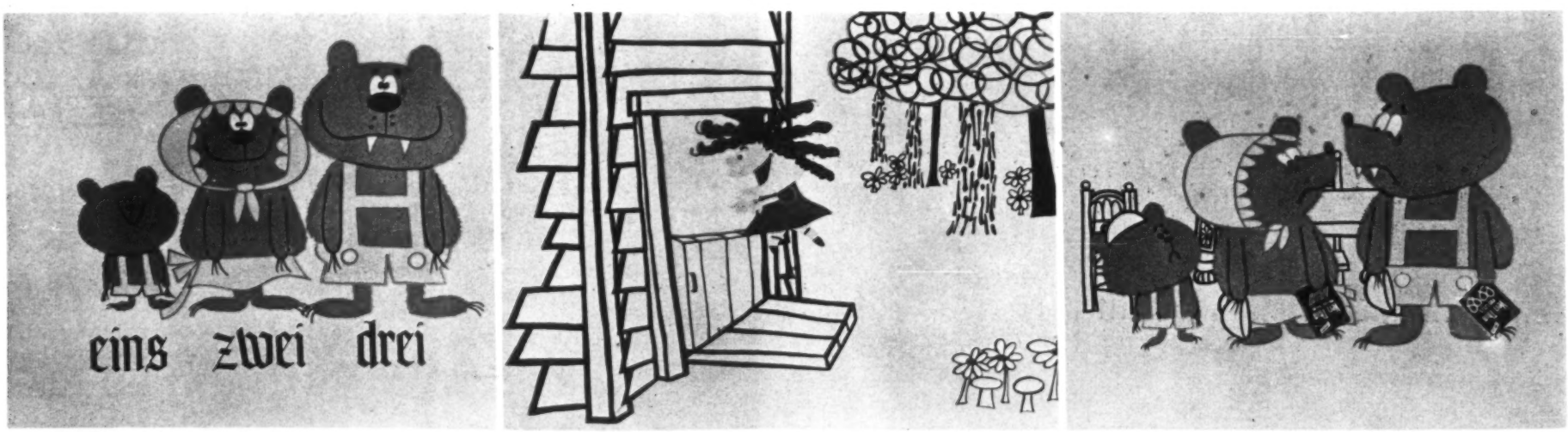
WE WON—*Kenneth C. T. Snyder, vp and director of tv-radio creative, Needham, Louis & Brorby, who wrote the "Purr" one-minute Oklahoma Oil radio jingle, which won the "world's best musical commercial" award given by the Hollywood Advertising Club (AA, Feb. 13), presents the award to the client's advertising manager, Walter T. Kadi, as E. James Charlesworth, agency account executive, looks on.*

Brennan Kacsur Hyde Hoffman

GET TOGETHER—*Session leaders of the 1961 annual display advertising conference of the Pennsylvania Newspaper Publishers' Assn. and the Interstate Advertising Managers Assn. confer between sessions. They are Kenneth L. Brennan, Potsville Republican; Paul J. Kacsur, IAMA past president and advertising director, Bethlehem Globe-Times; Edward M. Hyde, new IAMA president and advertising director, Sharon Herald; and Karl A. Hoffman, advertising director, Shamokin News-Dispatch.*

PARTICIPATION—*General Outdoor Advertising Co. is trying multiple participation advertising on its outdoor posters. Advertisers are linked on the posters by an over-all idea, like the "good morning" theme in the poster above. The plan is aimed at attracting advertisers with limited budgets into outdoor.*

DANCERS—*Ellen Stillman, senior vp, Grant Advertising, New York, showed her collection of Bangkok dancers' costumes when lecturing on her recent 'round-the-world trip at the annual meeting of the New England chapter of American Women in Radio & Television, of which she is a member.*



SCHNITZER—*These scenes are from a one-minute animated commercial for Nabisco's Veri-Thin pretzels based on a Pennsylvania Dutch interpretation of the "Three Bears." Goldilocks, known as Purplishlocks, is a pretzel schnitzer who wanders through a pretzel-tree forest. After she has eaten all of the bears' pretzels, they are advised to stock Veri-Thins by the gross to "outshmart" Purplishlocks. It is being run on network and in spot tv. It was produced by Elektra Film Products. McCann-Erickson is the agency.*

HOW DO YOU CHOOSE BETWEEN TWO MEDIA IN EUROPE?

fact...

or fancy claim?

The introduction of a rival to the European Edition of the New York Herald Tribune has led to some remarkable circulation claims on the part of this new competitor **and** some understandable confusion. To avoid further confusion, we have asked an impartial source–the national distributors of both newspapers–for facts.

RESULT: The claims of The New York Times/International Edition do not correspond with the facts media men need.

ITEM: At home or abroad you do not buy **press run** or **distribution**; you buy **net paid circulation**. Only the European Herald Tribune publishes net paid circulation ...52,500*.

ITEM: Take for example Times figures for Belgium, where their **distribution** claim is 1,296; actual sales are 490. (Trib...952)

ITEM: Look at Portugal. Their distribution claim is 300; actual sales, 70. (Trib...250)

ITEM: Greece. Their distribution claim is 350; actual sales, 250. (Trib...360)

ITEM: United Kingdom. Their claim, 3,809; actual sales, 1,554. (Trib...2,652)

There's more. If you have a market in Europe, we'd like to tell you the whole truth. We'd like to tell you about our recent gains in circulation, linage and revenue...and why we outsell The New York Times/International Edition better than 2 to 1.

NEW YORK
Herald Tribune
EUROPEAN EDITION

230 West 41st Street, New York 36 • 21 Rue de Berri, Paris 8e

*Latest Publisher's Sworn Statement...and don't forget we are the only European newspaper that gives this actual circulation figure.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Defense of Advertising Must be Made in Terms of Basics of Merchandising, He Says

To the Editor: I have been listening to some of these "defenses" of advertising. God forbid I should ever be so defended. Most of the advocates sound as if firmly convinced of the defendant's guilt. None give the least evidence of really believing in advertising.

Therefore I have hastily set down the basic facts of the business as I learned them. No doubt a good copywriter with a day or two open could do better, but the facts are here—the facts that are *never* communicated by advertising men, the experts in communication:

- The purpose of advertising is to sell merchandise in large quantities.
- Selling merchandise in large quantities allows prices to be lowered.
- Lowering prices again increases volume, yet allows the seller to make a legitimate profit.
- Increased volume of sales from advertising means more jobs on the production line, in the office, in transportation companies and at the retail level.
- Advertising introduces new merchandise ranging in usefulness from drugs to radios and shoes; it forces improvement of merchandise; it holds down gross profits, which means lower prices to the consumer.
- Advertising *is* sales.
- Sales sometimes produce profits.
- Profits provide taxes. In the case of large companies, 52% of all profits are paid out in federal income taxes—after the company has paid all wages, withholding taxes, state income taxes, city and county property taxes, excise taxes and dozens of other specialized taxes.
- It is the income produced from taxing profits that runs the government.
- Those attacking advertising are attacking sales, production and profits, the things that provide all wages for individuals and all the costs of running the government. Therefore they should suggest an alternate system.
- No such alternate system has ever, in the history of the world, produced so many good things, or so much security for so many people.
- Advertising plays an extremely important part in making this system work.
- An attack on advertising is an attack on the American way of life, of which advertising is an essential part.

Jack Kneass,
Jack Kneass Advertising, Sunland, Cal.

• • •

Clarifies Two Points in European Market Article

To the Editor: I have received questions about two points of detail in my article, "The Uncommon Market," which appeared in Advertising Age's Jan. 30 number.

At one point, the article refers to the "two countries commonly referred to as Benelux." A table follows, giving figures for the Netherlands, and for Belgium and Luxembourg lumped together. My apologies to Luxembourg, a full-fledged independent member of the Benelux Economic Union. The word "two" is an error in my original typewritten text; it should have read "three."

A number of people have asked about the table, "Retail Outlets, Europe and U.S.A." This table is given without a date, because it is a composite from a number of sources, developed by Jean-Mercel Jeanneney in his book, "Les Commerces de detail en Europe occidentale," (Paris: Armand Colin, 1954). It indicates—very roughly—the status around the time this volume was published, and should be taken for its shock value rather than as a definitive statement. For the methodological assumptions involved in its development, I refer specialists to the appendix of the book. Mr. Jeanneney is now minister of economic affairs in the present French government.

I would appreciate receiving any other comments and criticisms at my present address in Amsterdam: Post Box 5112, Amsterdam-Zuid, Netherlands.

Albert Stridsberg,
Amsterdam.

• • •

McGehee Disagrees with Ed Kobak's Disagreement

To the Editor: I see in your Feb. 13 issue where Ed Kobak has taken a pot-shot at my 11/7/60 thesis that the prime responsibility for advertising excesses rests with the owners of American business—not their advertising departments, their advertising agencies, their advertising media.

For generations, advertising agency owners and business owners have been trying to duck their responsibility for advertising malpractice by contending—as Ed contends—that the media owner has the "final responsibility."

What many people seem to forget is that—anti-trust laws being what they are, and media competition for advertising dollars being what it is—media owners cannot act in concert to clean up advertising, and there are differences of opinion (some legitimate, some influenced by the exigencies of competition) as to what is ethical and what is not ethical.

Therefore, I still insist that the place where advertising practitioners should start to sell the idea that the future of advertising (and, therefore, the future of the American business system) is in the offices of business owners who in the final analysis dictate the kind of advertising—ethical or unethical—which appears in print and broadcast media.

Francis N. McGehee,
Publication Counsel, New York.

• • •

Longest Line of Copy

To the Editor: For the longest line ever written in an ad, I nominate this one: 76 words, three phrases, 25 adjectives—one incomplete thought.

Grady Jefferys,
Copy Chief, J. T. Howard Advertising Agency, Raleigh, N.C.

• • •

Favorable Corporate Image May Melt in Publicity Heat

To the Editor: My favorite advertising journal—Advertising Age—on Aug. 26, 1957, reported the following:

"Most respected company in the U S., in the view of American young people, is General Electric.

"That's a finding in a survey conducted by *Scholastic Magazine* on the 'attitudes of high school youth toward college and business'."

One of the other highly respected companies, identified in the study, was Westinghouse.

It would be interesting to learn what effect, if any, recent front-page headlines and stories have had on these favorable corporate images.

Bill Nigut,
William C. Nigut Co., Chicago.

• • •

Ostensoe Honored, Too

To the Editor: A correction of your report on "Advertising Week" activities in Portland, Ore., at the Oregon Advertising Club's annual awards banquet [AA, Feb. 20]: It is true that Botsford, Constantine & Gardner's Portland office, with John Buker as exec vp, won the most agency awards in the various categories—but Don Ostensoe, president of the Advertising Assn. of the West, was named as "Advertising Man of the Year" for his "contributions to advertising" and was presented with the MacWilkins Memorial Award.

Arthur E. House,
Arthur E. House Advertising Agency, Portland, Ore.

• • •

Old Profs Don't Die; They Just Grade Away

To the Editor: Every year about this time you publish the average age of the advertising men whose obituaries have appeared the past year. As I recollect it, the average age is around 61.

I was reminded of this in reading through the report of the president of Harvard University in which he records the deaths during the past year among the retired professors of Harvard.

I list their ages in the exact sequence in which they appear:

84	76	81	89
77	88	77	91
75	80	94	92
80	92	91	81
95	74	80	78

Their average age at death, as you will see, is 83.8 years. There must be a moral to this; I hesitate to think what it is.

Otto Kleppner,
Kleppner Co., New York.

• • •

Editorial Coverage of NSAD Awards Is Encouraging

To the Editor: I have just seen Page 76 of Advertising Age for Feb. 20 and am delighted with the spread you have given to the National Society of Art Directors and its "Art Director of the Year" program. I know this will be vastly encouraging to our 4,000 NSAD members and we are all most appreciative of the display which your feature gives to one of our most important activities.

Arthur T. Lougee,
President, National Society of Art Directors, Dearborn, Mich.

• • •

'Chiselers' Piece Applauded

To the Editor: For some reason we didn't get to read your editorial, "A New Crop of Chiselers" (AA, Jan. 9) until now. But even a month old, it's *still* terrific!

As a matter of fact, you may know that we publish a very unassuming little house organ, called "The Press Kit." May we, together with one of our next issues, mail out a reprint of your editorial—or else quote it in its entirety in the issue itself? With full credit to Advertising Age, of course.

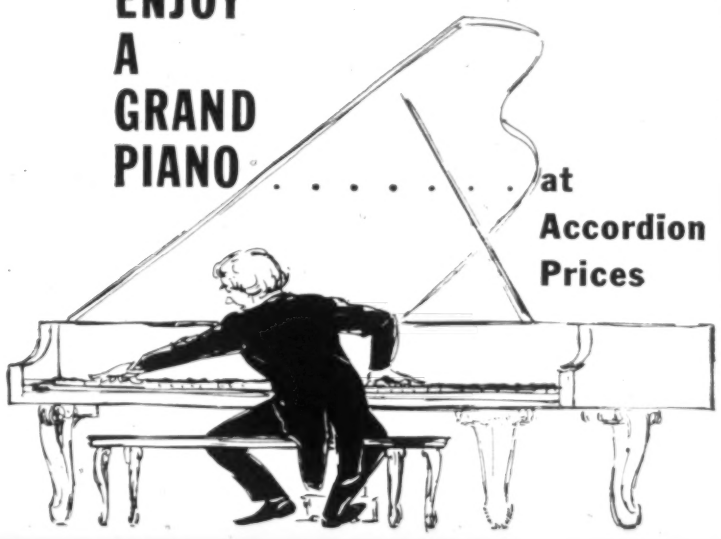
Lucien R. Greif,
Greif Associates, New York.

• • •

Here's What He's Got to Say About C.M.

To the Editor: Your Creative Man was not wide awake when he wrote his column of Feb. 20, or he would have seen that "has to give" is subject to the same two interpretations as ". . . 's got to give."

Charlie Shaw,
Advertising Manager, Tekni-Craft, Rockton, Ill.

ENJOY A GRAND PIANO . . . . . at Accordion Prices

Whatever the theme of your advertising, you get more audience appreciation when you beat out the tune on the grand old Post and Times-Star. Your product wins repeated curtain calls in a city of unusual purchasing power and inclination. The largest circulation of any Cincinnati daily is yours at a milline rate of only $1.71. Small investment, big dividends, that's what makes the Post and Times-Star your best buy.

7 *out of* **10** *Cincinnatians read the Cincinnati* **POST Times-Star**

★

Total circulation . . . 274,874 . . . ABC 9/30/60

★

Largest Circulation of any Cincinnati Daily

★

Greatest Coverage of Highest Income Groups, as of *all* Groups.

★

43% Read No Other Daily

★

One of the nation's lowest Milline rates . . .
Only $1.71 on a 200,000 line contract.

★

The Newspaper that Spends the Evening with almost 1,000,000 Readers.

ROBERT K. CHANDLER
Manager, General Advertising Department

Represented by The General Advertising Department
SCRIPPS-HOWARD Newspapers

WHOSE DECISION?

Whether the selection of your company's new location is a decision that rests with the president or a top management committee, it's a decision that can't be made with safety and wisdom until you have investigated the reasons why so many firms have moved to San Bernardino County in ever-booming Southern California, the land of rich markets, low-cost industrial acreage, excellent transportation, an all-year climate, ample manpower and unequalled recreational and cultural advantages. Before you make a move, get the facts, in confidence, on industry's favorite county.

A. B. Groos
Director of Industry
Board of Trade
San Bernardino, California
Write or Wire Department WS2-61

Britain's 5,000,000 'Teen Agers' (15-25) Big Market: Abrams

LONDON, Feb. 28—Britain's 5,000,000 young unmarried people between 15 and 25 constitute about 10% of the country's population and account for only a little more than 5% of total consumer expenditures.

Nevertheless, they are an "important market" because their real income since 1930 has risen much faster than that of adults, and, in some markets, "their spending bulks so large that it almost determines the character and prosperity of the trade."

The conclusion is that of Mark Abrams, research director of London Press Exchange, which has just published his survey of the expenditures of "middle class and working class boys and girls."

Dr. Abrams defines "teen ager" as "someone between the ages of 15 and 25, who is unmarried." It is with this age group that the second part of the Press Exchange's survey of "Teen-Age Consumer Spending in 1959" really deals.

■ Working British teen agers, according to Dr. Abrams, were earning "comparatively high" wages and salaries—males, $22.40 weekly; and girls, $16.80 weekly, census figures showed.

Pronounced class differences were noted in spending and reading habits, especially among young women.

The "substantial economic gap" between middle and working class girls shows no signs of diminishing, Dr. Abrams found. After meeting all "commitments to state and family," the middle class girl in 1959 had $9.52 to spend on herself weekly, contrasted with $6.58 in the case of the working class girl.

However, the working class boy was found to be better off. In 1959, the average working male "teen ager" spent $10.08 weekly, against $9.80 spent by his middle class counterpart.

In the "working class world," according to Dr. Abrams, boys have 50% more to spend than girls. "After the working class girl has paid for her clothes, shoes and cosmetics, she is left with only $4.20 a week—less than half the sum the boy has after he has met the same needs."

■ In the teen age section of the working class world, two-thirds of all spending is done by males. "Economically, it is very much a male world," Dr. Abrams said.

Middle class adolescents of both sexes on the contrary, are economic equals, he found.

According to Dr. Abrams, "a girl from a working class home who breaks into a white collar job experiences a much greater economic transition than does her brother making the same move."

He has found a high degree of concentration in teen age spending. Nearly 20% of all teen agers' uncommited money goes for clothing and footwear; 17% is spent on "drink" and tobacco; and 15% on candy, soft drinks, meals, snacks, etc.

"This is distinctive teen age spending for distinctive teen age ends in a distinctive teen age world," Dr. Abrams concluded after pointing out that much of the remainder goes for popular records, phonographs, bicycles, motorcycles, romantic magazines, adventure fiction, movies and dance halls.

■ British "teen agers" read more than adults, Dr. Abrams found. Teen agers read 1.37 national dailies each day, slightly more than their elders, but 44% of teen age reading is concentrated on the *Daily Mirror* and the *Daily Sketch*, whereas only 25% of adults read these newspapers. Among working class teen agers, 52% of them read the tabloids.

In the weekly magazine field, Dr. Abrams found, the average working class teen ager reads between two and three of 12 popular publications, but of this "high rate" of reading 75% represents love-comics and tabloid-type magazines. #

BVM Graphic Presentation Explains Art Techniques

"Art in Advertising," a graphic presentation explaining art techniques, is being offered at no charge for use in class rooms or group meetings by BVM Advertising, Buffalo. The display shows color artwork, retouchings, illustrations and mechanical key-line drawings for many envelope stuffers, package and game designs, posters, folders, displays, product development, etc. Additional information may be obtained from Bernard V. Malinowski, BVM Advertising, 559 Ellicott St., Buffalo.

Brewer Establishes Internship

Bruce B. Brewer & Co., Kansas City, has established a new advertising internship at the University of Missouri school of journalism, Columbia. The internship will provide summer employment and active on-the-job training for a student in the school. Selection of the winner will be based on grades, ingenuity and advertising aptitude. The winning student will work in the creative department of Brewer, at prevailing salary rates, plus a bonus of $100 at the end of his internship.

Schachter Joins 'Woman's Day'

Bernard Schachter, formerly promotion manager of *True*, has been appointed promotion manager of *Woman's Day*, New York, another Fawcett publication. Mr. Schachter succeeds William Conway, who resigned. Ronald Schiff, previously promotion manager of *Mechanix Illustrated*, has been named promotion manager of *True*. Walter L. Kovalevsky, formerly with the newspaper division of Katz Agency, has joined *True's* New York sales staff.

Robinson Named President

William A. Robinson, exec vp of Knipschild-Robinson, has been elected president of the Chicago merchandising agency. He succeeds Roy Knipschild, who becomes chairman of the board. The company also has opened a New York office at 58 Park Ave., which is managed by Hillard Rose, vp of the company.

Exide Advances Mustard

James A. Mustard Jr. has been promoted to assistant to the vp-marketing of the Exide industrial marketing division of Electric Storage Battery Co., Philadelphia. He formerly was general sales manager of the nickel-alkaline division.

Broadcast Tamales Out

Broadcast Foods, Chicago, has put its new Broadcast All Beef Tamales in Sauce into full distribution. Broadcast Tamales will be marketed with Broadcast Chili with and without beans.

Sloan to Curtis Advertising

Mary Lou Sloan, formerly copy chief of Kushins, Anderson & Takaro, has joined the copy department of Curtis Advertising, New York.

SPRING Flower BULBS
15¢ PER PACKAGE
FREE Catalog
ORCHAWAII
HQ: 305 7th Ave., N.Y. 1, N.Y. • OR 5-6500
BR: 30 W. Wash., Chi. 2, Ill. • AN 3-6622

INSIDE SOLID CINCINNATI:

"Well, didn't you tell me that we Cincinnati Enquirer families have $600 a year more to spend than the average Cincinnati family?"

.....SOLID CINCINNATI READS THE CINCINNATI ENQUIRER

Daily Enquirer families *make* more, *need* more, *spend* more. You're *in solid* with them when you advertise in their newspaper . . . the Cincinnati Daily Enquirer. For more facts on the *market-that-matters* in Cincinnati, call or write The Enquirer's Research Department for the latest Top Ten Brands survey.

Represented by Moloney, Regan & Schmitt, Inc.

Merchandising Ideas

Deejays Get Kraut, Franks • Nalley's Inc., Tacoma, celebrated National Kraut & Frankfurter Week—Jan. 26 - Feb. 4—with a gift to Seattle and Tacoma disc jockeys. Three jars of Nalley's kraut were packed in long-stemmed rose boxes at a florist's along with two packages of frankfurters. With the gift was a news bulletin, addressed personally to the deejay recipient. Most of the disc jockeys read the message verbatim over the air.

Matches Show Nuts, Bolts • Pheoll Mfg. Co., Chicago, in a sales promotion program has developed a gimmick to display samples of their product—nuts, bolts and screws—in the form of book matches to be mailed to customers and passed out by salesmen. The large packs of matches have one or more screws made by Pheoll encased in a plastic bubble on the cover of the book. The bubble forms the "O" in the company's name.

TIPS—*Brown & Williamson Tobacco Corp. is offering this tv tie-in at retail outlets. The 32-page booklet, "Tips from the Champions," accompanies every pouch of Sir Walter Raleigh tobacco.*

FREE CRAYONS!
CRAYONS are a 'natural' as a give away or a self-liquidating premium. All children love to color, especially with these low cost, quality non-toxic crayons. We'll imprint your firm name on the crayon boxes.
Write Dept. 'A-1' on your letterhead for FREE Samples and details
ADVANCE CRAYON & COLOR CORP.
136 Middleton St. • Brklyn 6, N. Y.
LITTLE ARTIST

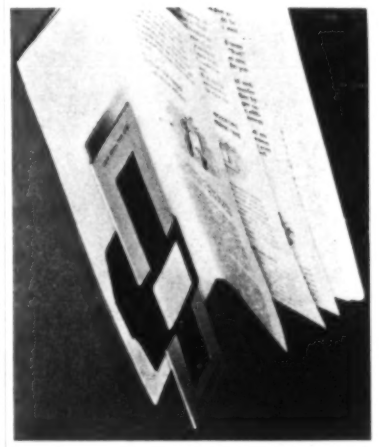
Working Model Sells Dripstick • To help salesmen of Flight Refueling Inc., Baltimore, demonstrate a new Dripless Dripstick to prospects in the chemical and petroleum industry, MacLellan Associates, Baltimore, created a working model in the form of a brochure. The new Dripless Dripstick is a liquid level indicator able to measure levels of a liquid in any container from the top or bottom.

The sales brochure opens to reveal a scale operating model. Although the float, rod and guide tube in the demonstrator are paper, magnets are attached in appropriate places to reveal how the instrument actually works. Flight Refueling reports that the working brochures soon were gone and had to be reordered to meet requests. Colony Press handled the art and binding.

Finlay Sends Valentines • Finlay Bros., Hartford printer, sent out unique valentines to customers and prospects in the form of small self-mailers containing three round coaster-blotters imprinted with an intricate knot design. The message accompanying the coasters explained that "the endless knot of love on the blotter-coasters is typical of the ornate valentines in vogue more than 80 years ago, when Finlay Bros. first opened for business." Finlay also suggested, "If you'd like to know more about valentines or printing, just drop a line or call us."

NL&B Top Ads Shown on Film • About 1,000 companies are receiving an unusual film strip showing eight award winning advertisements prepared by Needham, Louis & Brorby. The agency included a score card that details the case history of each ad, the award won, and the results achieved for the client. The presentation called Sell-O-Vue, produced by Taylor-Marchant Corp., New York, consists of an eight-frame color film strip and a folding viewer. The entire package folds flat and is mailed in a standard envelope.

AMERICAN BEAUTY SAUERKRAUT—*Dick McNight, owner of Woodlawn Florists, Seattle, drew the assignment of putting kraut and franks in American Beauty rose boxes as gifts to local disc jockeys—all in the interest of the 1961 National Kraut & Frankfurter Week.*



AWARD WINNERS—*Needham, Louis & Brorby is using this visual sales tool to show its award winning ads to prospects. The folding viewer shows slides of eight color advertisements.*

Blister Packs for Drugs Out • After many years of simply enclosing prescriptions and vials in a paper bag, some corner drug stores are beginning to merchandise ethical prescriptions in a new blister package. Developed by Medi-Seal Co., Metuchen, N. J., the new package consists of two parts—a backing card on which the pharmacy permanently records the customer's name, prescription number, doctor's name and the amount of the purchase; and a clear, plastic covering which goes over the prescription vial when it is placed on the card. The complete package was designed by Jackmeyer Corp., New York.

PRESCRIPTION PACKAGE—*Medi-Seal Co. has developed this new package for pharmacists to use in packaging prescriptions.*

1 **GENUINE GLOSSY PHOTOS**
Made in Quantity Promptly! All that is needed is your negative or photograph
Delivery Information; Immediate

Quantity	5 x 7	8 x 10
50	$ 4.50	$ 6.00
100	8.00	9.50
500	30.00	42.50
1000	55.00	75.00

2 **LITHO-MATIC PRINTS**
High fidelity lithographed prints carefully reproduced. Great buy for large volume users. Inexpensive handling, mailing, etc. Can be folded.
Delivery: 7 working days

	Quantity	Price
Size 8½ x 11 or Size 8 x 10 70 lb. and 60 lb. Per subject run	500	$12.00
	2000	28.00
	5000	58.00

3 **COLOR POST CARDS**
Four-color natural process cards in all sizes. Outstanding color fidelity proofs free after order is placed.
Delivery: 6-8 weeks

Quantity	Per M	Total
6,500	$18.50	$120.25
12,500	13.50	168.75
25,000	10.95	273.75

4 **35 MM COLOR SLIDES**
Brilliant, true to color, uniformly excellent from 1 to 1000. Choice of ready mount (paper) or leica mount (glass & metal)
Delivery: 10 working days

	Ready Mount	Leica Mount
First copy	$ .70	$ .95
Additional	.27	.60
Duplicates	.25	.59
$12.50 MIN.	.24	.56
	.21	.53

5 **EKTACOLOR (TYPE C) PRINTS**
from Ektacolor or Kodacolor negative. Quality prints from 4x5 to 11x14, under most critical lab. controls.
Delivery: 10 working days

Quantity	4 x 5	8 x 10
1 print	$3.50	$7.50
3 prints	1.85 ea.	4.25 ea.
12 prints	1.00 ea.	2.80 ea.
50 prints	.75 ea.	1.90 ea.
100 prints	.55 ea.	1.65 ea.

6 **DUPLICATE TRANSPARENCIES**
Starting at 2¼ x 3¼. Quantity controlled to retain original snap & detail.
Delivery: 10 working days

Sizes	Price (Any Quantity)	
2¼" x 3¼"	$2.10 ea.	
3¼" x 4¼"	2.50 ea.	$12.50
4" x 5"	3.00 ea.	MIN.

OTHER EXPERT PHOTO-MATIC SERVICES INCLUDE:
Black and white prints from color negatives or transparencies
Black and White Photo Postcards in all sizes. Photo enlarging of all types.
Our own photo studios. Color or b & w photography under carefully controlled conditions.

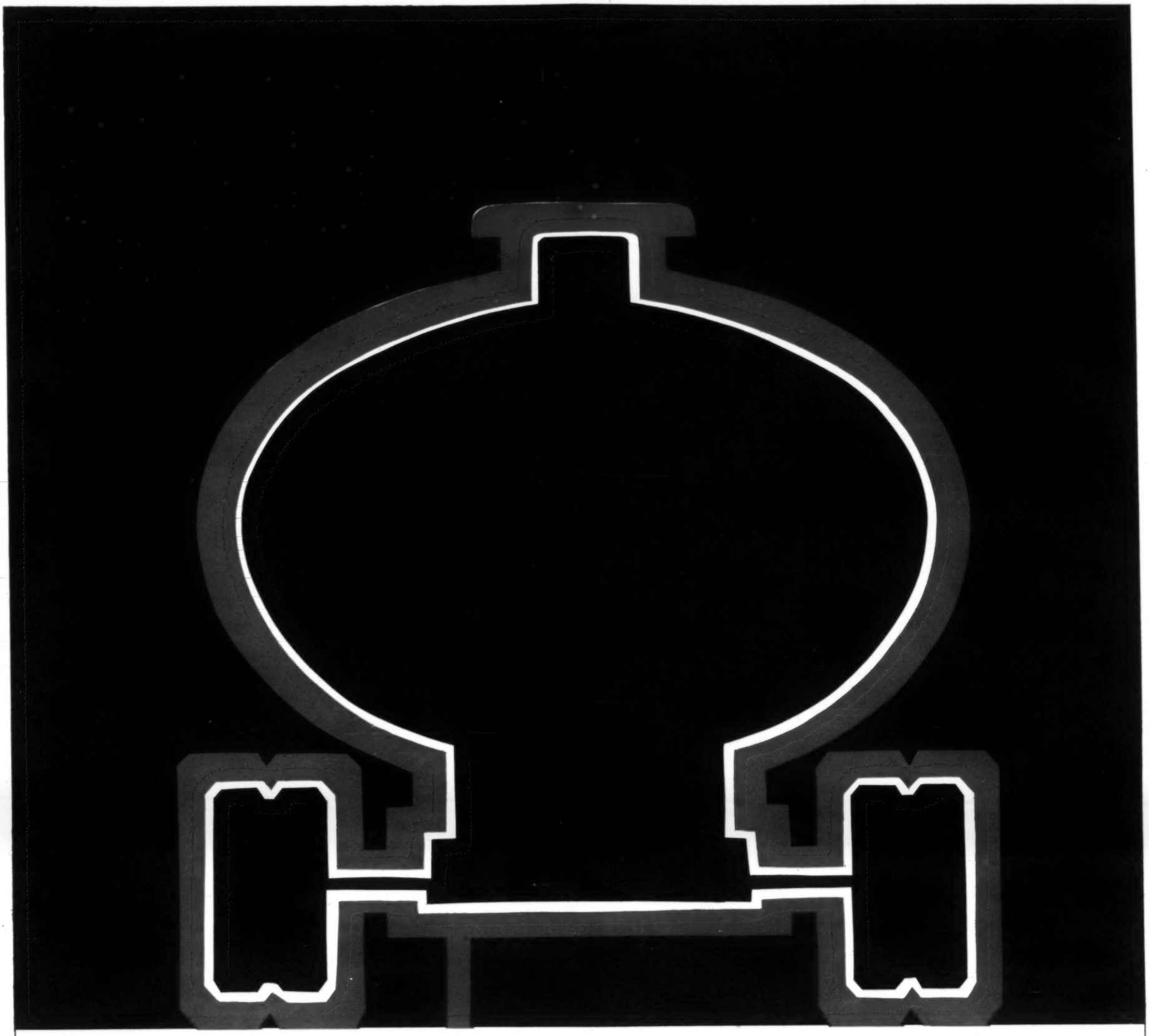
Send today for free photo kit, with complete information, prices, samples, etc.

PHOTO MATIC
59 E. Illinois St., Chicago 11, Illinois Phone: WH 4-2929

BUY THE BIG 5th
EL PASO, TEX.
... AND HELP YOURSELF

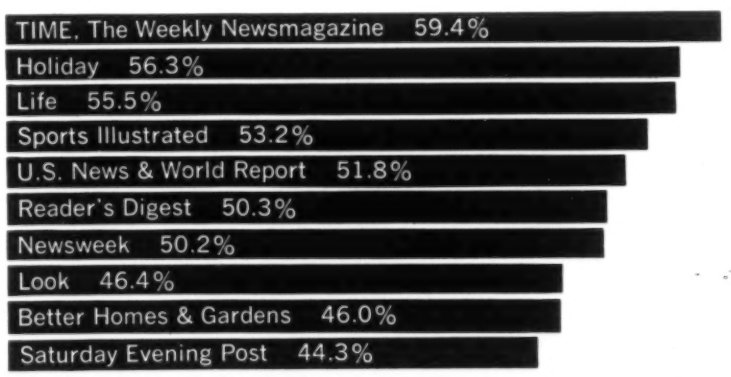
"Here's how" El Paso, big 5th city of Texas, serves your sales a triple shot... by serving 750,950 consumers in southern New Mexico, West Texas, and Juarez, Old Mexico. What a dividend! Buy the Big 5th, ranking well within the nation's TOP FIFTY MARKETS, and reach 750,950 people who want to buy what you want to sell. Buy the Big 5th... El Paso, Texas... and help yourself!

EL PASO BROADCASTERS: KELP-TV / KELP / KHEY
KINT / KIZZ / KROD-TV / KROD / KSET / KTSM-TV
KTSM / XEJ-TV / XEJ / XELO



TIME is the shape of the market for gasoline

Circulation concentration in the top 100 counties for GASOLINE RETAIL SALES



Sources: Sales Management's "Survey of Buying Power" (5/10/59) and latest available publishers' reports. TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Sports Illustrated (3/2/59) • U. S. News & World Report (3/28/59) • Reader's Digest (April 1959) • Newsweek (3/23/59) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59)

Over 43% of all retail gasoline sales are made in fewer than 4% of America's more than 3,000 counties. In those counties, TIME concentrates more of its circulation than any other magazine over half a million. TIME readers help make those few counties the top market for gasoline. There are 143 cars per 100 TIME car-owning families and they run up 43% more yearly mileage than the U. S. average.

TIME

TIME . . . TO REACH 2,550,000 TOP-OF-THE-MARKET FAMILIES

TEAM—*Miss Prange "performs" and consults with lyricist via phone.*

Versatile Adwoman . . . *Helen Prange*

Helen Prange, advertising manager of Jaccard's, 131-year-old St. Louis jewelry retailer, is an after-hours composer.

She believes that writing songs is akin to writing ads: "Composer and lyricist collaborate and combine their talents in the same way as artist and copywriter. The title of a song is like an ad headline. Lyrics and melody 'sell' the listener, and quality and originality of both are like the corporate image."

An accomplished pianist, Miss Prange turned composer in 1945, when Bea Adams, originator of the St. Louis Women's Advertising Club's Gridiron shows, asked her to create an original melody for the show. That first song has been followed by 17 other original melodies.

She has also composed music for two United Fund campaign songs and the Mid-America Jubilee song. Two were introduced by the Laclede Little Symphony on KSD-TV. She wrote both words and music for Jaccard's "A Diamond Is for Love," staged in connection with the St. Louis Junior League Follies. Other songs have been played on radio and tv stations here.

CAREER—*Miss Prange at her desk at Jaccard's ad department.*

■ While a hit song, like an ad, might be born in the white heat of inspiration, Miss Prange looks with suspicion on the contention that a finished melody can be turned out in a few minutes.

For example, when lyrics for the title song of the 1961 Gridiron show, to be presented March 8, were submitted to her last December, she immediately began thinking about a melody to match the meaning of the words in mood, tempo and tone.

Her melody search proceeds with doodling at the piano. Out of rough sketches evolves a one-note "lead" melody, which she calls the "formula," because the harmonic structure is then already established in her mind. Then comes the job of writing manuscript for piano and vocal parts, to be transmitted for orchestration to the show's producers.

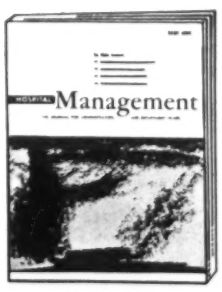
■ Many people are said to have asked Miss Prange, "Why not try Tin Pan Alley?"

As an advertising woman, Miss Prange says, she is aware of the complex problems of marketing a product—including a song. As a composer, therefore, she looks upon the activity as an interesting hobby, which enhances and is in turn enhanced by her advertising career. #

PIANO DOODLING—*With the lyrics, by Mrs. Elinor Ohrn (of D'Arcy Advertising Co.) constantly in view, Miss Prange plays around with possible themes.*

ELABORATION—*Refinement and development of the music and writing the musical manuscript for singers and piano take a lot of time.*

STOP PLAYING THE "NUMBERS GAME"



The sophisticated media buyer knows that circulation figures alone . . . while they may be large and impressive . . . are not enough. That is especially true in the hospital field. Of the 4 books in the field, one stands head and shoulders above the rest for its ACTIVE AUDIENCE that reads and reacts to the news and thought-provoking information and articles. One alone is the day-to-day work book of busy hospital administrators, purchasing agents and department heads. One alone is edited by the internationally renowned and provocative Dr. Charles U. Letourneau. One alone produces sales results for advertisers far in excess of the modest investment. That one is HOSPITAL MANAGEMENT. Let our representative show you why!

HOSPITAL Management
THE JOURNAL FOR ADMINISTRATORS AND DEPARTMENT HEADS
A Clissold Publication ABC ABP
105 W. ADAMS ST. • CHICAGO 3, ILLINOIS • ANdover 3-1800

NEW YORK 36 — 500 Fifth Avenue — LO 4-2233
WASHINGTON 4, D. C. — 1319 F Street, N.W. — ME 8-6707
LOS ANGELES 57 — The Maurice A. Kimball Co., Inc. — 2550 Beverly Blvd. • DU 8-6178
SAN FRANCISCO 5 — The Maurice A. Kimball Co., Inc. — 681 Market Street • EX 2-3365

Fox Joins Food Enterprises

Sol Fox, former marketing editor of *Printers' Ink*, has joined Food Enterprises Inc., Rye, N.Y., food broker, as director of communications and marketing, a new post. He will continue with *Printers' Ink* as a contributing editor.

Arnar-Stone to Shaw-Hagues

Arnar-Stone Laboratories, Mount Prospect, Ill., division of American Hospital Supply Co., has appointed Shaw-Hagues, Chicago, to handle its advertising. Milton G. Peterson Advertising, Chicago, formerly had the account.

LaVaque Joins Stevenson

Eugene R. LaVaque has joined Stevenson & Associates, Minneapolis, as an account executive. Mr. LaVaque was formerly an account supervisor with Erwin Wasey, Ruthrauff & Ryan.

MISSILE ROCKET BALL POINT PEN
HIT The target on your next promotion with this new, different and timely pen.
with or without imprint
Your sales promotion or premium offer will be a perfect shoot with this miniature missile rocket ball pen. Write today for quantity price and sample.
R-W CORPORATION MFGRS.
22849 VENTURA BLVD.
WOODLAND HILLS, CALIF., USA

MOVER OF MEN

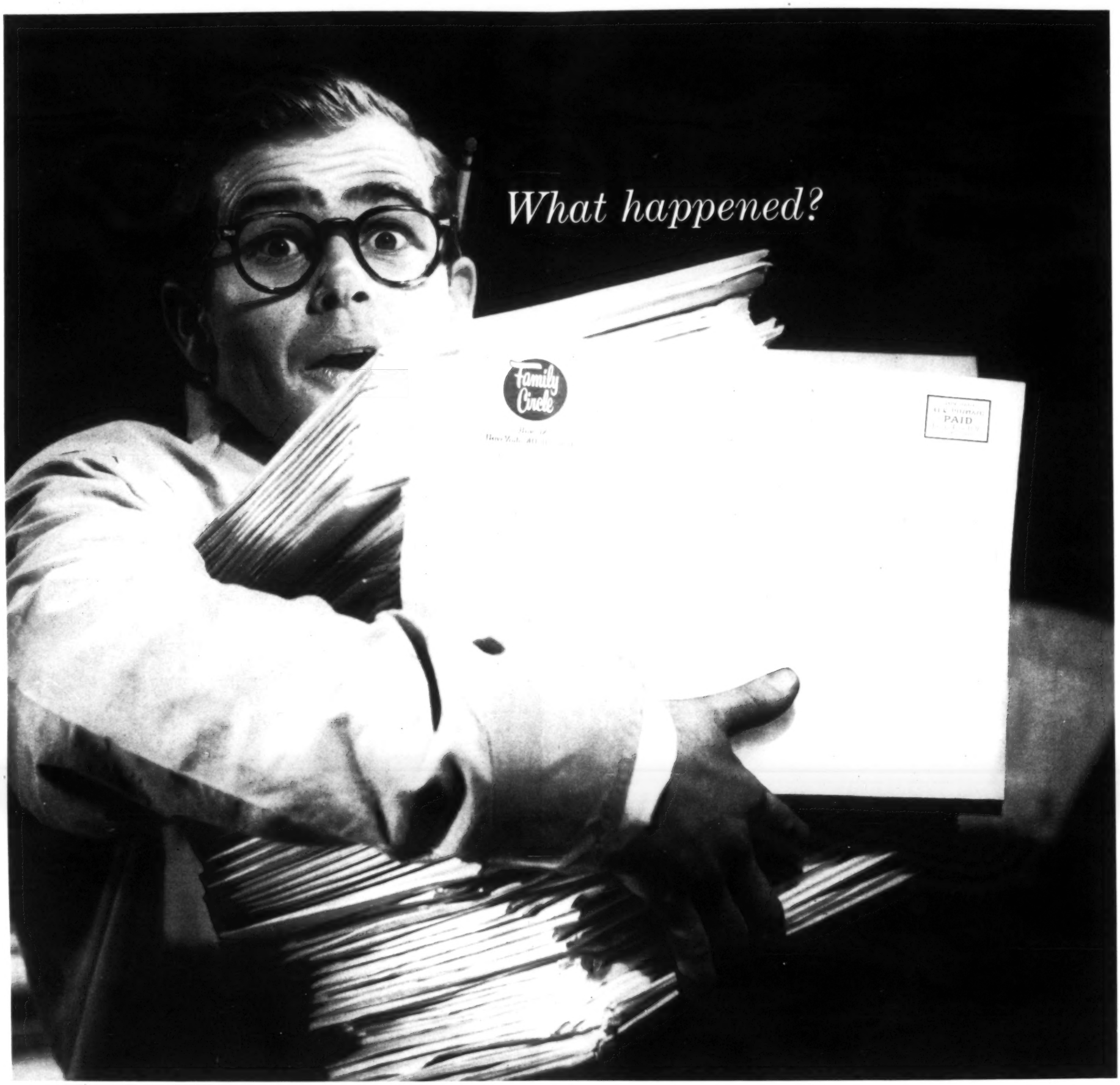
The real power behind the fast moving, livelier young family market is often no more than thirty pounds heavy and three feet tall. Kids keep young homemakers on the go... to newer and bigger homes... to better neighborhoods... and to neighborhood retailers—the real kingpins of *any* industry. ■ A recent *depth* study among young home-owners conducted by LIVING showed that the basic factor behind a move to a new home was "more room for the kids". And the LIVING families who moved spent an average of over $2,000 for furniture and furnishings in the first year—in addition to the price paid for the house. ■ When times call for active, livelier markets (and just when don't they) keep up with fast moving young families in LIVING. Starch Consumer Magazine Reports consistently show LIVING at the top of the home field in share of families with children under ten years old... leading *all* magazines in ratio of home buyers and in nearly every category of durable goods. Wouldn't *now* be a good time for *you* to make your move to the *livelier* market—in LIVING?

LIVING

FOR YOUNG HOMEMAKERS

LEADS THE WAY

A HEARST & SMITH PUBLICATION



In one month...200,000 orders to fill !

In response to November Family Circle, homemakers sent in 200,000 coupons and $155,000 for items offered editorially. Readers bought 110,000 packages of papercraft Christmas decorations; 15,000 kits of gifts-to-sew; 75,000 patterns for knitwear. That's what happened in just one month, but the response is typical of what happens *every month*.

Everywoman's Family Circle

When more than 5,250,000 homemakers read their copies of Family Circle, they snip coupons (as many national advertisers can testify)... they make up shopping lists and go buy (we have figures on that too). They respond to the editorial pages and the advertisements because Family Circle is *their* magazine, written for homemakers only.

FOR HOMEMAKERS ONLY

Advertising Age

Feature Section

Lagging Appliance Industry—Weiss

Hat Corp. Can't Sell CM One

Margaret Mead Comes to Americans' Defense

Peeled Eye Finds Way Out Copy

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

'Data from a Pickle Barrel' Won't Sell . . .

Don Dilworth Lists Ten Things That Advertisers Expect from Media Representatives

By Donald D. Dilworth
Director of Advertising, Deere & Co., Moline, Ill.

The advertiser, in his own self-interest, has certain obligations to the media salesman, including attentiveness to what he has to say, and the salesman, in turn, should repay the advertiser by living up to certain standards, Don Dilworth of Deere & Co. believes. Addressing a meeting of the Midwest Farm Paper Unit in January, he listed a basic, ten-point credo that advertisers expect media salesmen to live up to. Most of his talk is reproduced here.

I believe media representatives should be welcomed with open arms by both agencies and advertisers. Not for reasons of brotherly love, but because the fellow who spends the money can learn something from you. Meetings should be scheduled ahead of time, of course.

Media representatives are part of the plasma or lifeblood of advertising. They circulate fast. They circulate constantly. And they circulate everywhere . . . wherever they go they pick up knowledge. They can help keep busy advertisers informed about a lot of things besides the current page rate.

I'm not talking about barroom stories or useless gossip. I'm talking about ideas —good ideas—that can be transmitted from one non-competitive source to another in a manner which is entirely ethical and constructive. Even if this were not so, space representatives, because of their objectivity and broader viewpoint, would still be stimulating.

■ Advertising is a constantly changing and moving thing and men on the move, like you, can contribute to that progress.

In the past 20 years I have worked with two agencies and two manufacturers. During that time I never played hide-and-go-seek with you fellows. My door was open. It is still open. I ask only these things: That you genuinely have something to say that isn't in SRDS, an approach or interpretation we have not heard before, or a legitimate "beef" or appeal concerning the manner in which we or our agency selects media.

Publications Not on Schedule Get Periodic Hearing

To be honest about it, media salesmen seldom call on me any more, because they get a willing audience, both at the Gardner agency and in our own media department.

I believe that every farm publication that sends a man our way, especially publications *not* on the old schedule, should have an opportunity once a year to speak their piece—no holds barred. I think that's only fair. It's a good thing for them to force us either to change or to reconfirm our present thinking.

■ Once we have made our decision, drawn up the schedules and sent out the contracts, we resist any efforts to change them. Nothing in my agency life ever irritated me more than a client who was swayed by every salesman and changed his schedule every month until continuity was replaced by confusion. Give me a man who listens, thinks, makes up his mind and then stands by his decision.

Now here are the things which I believe the advertiser and the agency have a right to expect from you . . .

1. Thorough knowledge of your publication.

Now that *ought* to be easy. But you'd be surprised how many men have called on me who couldn't answer two or three fairly tough questions. I don't believe it's unreasonable to expect every representative to memorize the most important facts about his magazine. I wonder about a guy when he says he forgot his rate card and can't quote a black-and-white page rate . . . or can't explain clearly the editorial policy of his magazine . . . or can't give me reasons for increasing circulation when the number of farmers is decreasing. Such answers ought to be prepared in advance of the questions.

2. Sincerity—you must be sold on your own product.

It isn't enough to be able to recite what the boss tells you. You've got to do some soul searching. You've got to believe in your book. One of the colorful salesmen who used to call on me was frankly disdainful of his own magazine. "I know it's just a rag," he would say, "but a lot of important people read it." We agreed. His publication *was* a rag, but we found other ways of reaching those "important" people. Your story will lack conviction, it will appear insincere, it will fall flat unless it's evident that you honestly believe in your proposition.

3. Enthusiasm.

In the old days, some representatives called on me as regular as rain, or at least it seemed like rain because they always left me feeling damp, clammy and uncomfortable. When one of these pallbearers came in, his attitude was written all over his face . . . "Well, here I am again. I'll put up with you if you'll put up with me." How can a man sell with that attitude? Enthusiasm is the priceless ingredient. Even mediocre selling ideas can bring success if they are promoted eagerly by inspired men who just won't quit beating the drum.

4. Competitive spirit—but constructive.

I like competition. So do you. But let's keep it constructive. Some salesmen focus their attention on a competitive magazine and spend most of their time tearing it apart, tooth and nail. That's destructive. That's the sort of thing that destroys confidence in magazines in general. When that happens, you lose along with the rest. If I were a space representative, I would fight for the printed word against radio, tv and all other media. I would tell advertisers, "You'll get your money's worth in any legitimate farm magazine. But in my publication you can get even more returns per dollar and I can prove it to you."

5. Fresh ideas.

Before you make a call, I hope you sit down and plan what you are going to say. It will be a short visit if all you have to present is stale stuff, or a re-hash of the same things you have said before. If our media people already have this information, then your call is merely a courtesy —a reminder—and it should be short. But come in with new information, or new ideas, or entirely new interpretations, and I'll sit back and listen. I might give you half the afternoon—and work part of the night to clean off my desk. One of the best salesmen I ever knew said, "I never make a call, Don, unless I have something new to say."

6. Sportsmanship when you lose.

One of the worst salesmen I ever knew worked for one of the state farm papers. Once in a while we would pick the competing book (just for the hell of it, I guess). His reactions were always spectacular. He would come into our lobby with the horrified expression of a small boy who had been kicked in the belly by his own mother. The next stage, inside my office, can only be described as The Accusation. He made me feel as if I had been caught selling secrets to Russia! Fortunately, he no longer works for *any* farm paper.

Now contrast this with the reactions of the best salesman I ever knew—and I'll name names. He was Jack Ross of the old *Country Gentleman*. When he lost a piece of business, there were no recriminations. He would simply look thoughtful, grin and say, "Well I guess I just didn't do a good enough job of selling you on the merits of my book." He never blamed the customer or the media buyer or his own publication. He blamed only himself. Even in defeat he kept his publication up there, high and bright, like a star—and beyond reproach. That's great salesmanship—and it paid off for Jack Ross. Nobody likes to lose. I am probably the world's worst loser. But please don't let it show. It won't do a *thing* for you.

7. Merchandising cooperation.

I realize that this subject can be annoying. In fact it can be dynamite. Let's look at it this way: This *is* an age of merchandising and it *is* to your interest to create in the minds of dealers a healthy respect for your publication. You and I both want the dealers to push the products that are being advertised in your publication. So each of us has a merchandising responsibility.

Now how far do we go?

■ I believe a magazine should have a policy—and you, the salesman, should state it clearly. I believe you should be helpful, straightforward and fair. If you want to provide helps at cost—sell them at cost. If you want to provide free services, set up a budget or percentage figure for it and treat everybody alike—and hold the line. I have never believed one magazine should get into a merchandising giveaway contest with another.

By the way, at Deere & Co. we rarely make use of media merchandising services because we have our own facilities for reaching the dealer.

8. Effort to understand our kind of business.

I have the greatest confidence in the space representative who talks *my* language. I maintain that you can't talk the advertiser's language unless you understand his kind of business. Selling tractors, for example, is a lot different than selling livestock remedies, or triple super phosphate, or livestock feeds, or seed corn, or baby chicks, or milking machines. Each of these is manufactured and marketed in an entirely different way.

If you do not understand the advertiser's business, I believe you should make every effort to gain this knowledge. If you do not, you will be unable to see the advertiser's problem. If you can't see it, you can't diagnose it. If you can't diagnose it, you can't make a recommendation involving your book that has the ring of authority that it ought to have. You will be just another superficial salesman—an errand boy with money for martinis.

9. Market knowledge.

In addition to knowing your publication, and knowing our kind of business, I believe you should know as much as possible about the farmer himself—especially the farmers that you reach with your publication. Advertisers have a right to expect that.

Most companies know how much they're

selling and where. But they still need and appreciate such things as an accurate breakdown of your subscribers by income, type of farming and market area, reliable information on buying intentions for the new year and periodic reports on changing buying habits and trends. You carry on from there. The more you know about your market, the more valuable you will become.

Most salesmen realize this and try conscientiously to get as much accurate market information as possible.

■ Incidentally, one space salesman I knew apparently took this idea too seriously. Every time he came in he had a new set of maps, farmer classifications and figures. I think he put them together in his basement and threw dice to get his statistics. I was always impressed by the verve and dash of his pitches until one day I ran across a government survey that showed his data was coming out of a pickle barrel.

10. Sensible business practices.

What do I mean here? Such simple things as scheduling appointments ahead of time, being courteous, prompt and accurate. Once at KVPD a wild man from the West burst in and demanded that the receptionist summon me. She explained I was busy, whereupon he broke into a tirade and yelled that he was only going to be in town that morning and I better come out and see him. I did. I also asked him why he hadn't written for an appointment. Unfortunately for him, this man was from a fringe book that needed a good salesman. So it was easy to forget this brute and leave his book among the "also rans."

Tact pays off. Once a particularly belligerent fellow came in and began his sales pitch by blustering, "Dilworth, you just can't reach the farmers in my state unless you use my magazine. You haven't any choice. You've *got* to use it." Well, he was wrong. No publication is indispensable. In fact, no single medium is indispensable. We worked up a jim-dandy schedule and he wasn't on it.

One final word on Point 10: Please be conscientious about one thing when you get to see the media manager, advertising manager or account executive. Don't waste his time. The company he represents is in business to make money.

While I'm on this point, I'd like to make one additional suggestion. Please be conscientious about time—the other fellow's time. If it's just a routine call, make it quick. The fellow who really hurts your business is the what's-the-hurry guy who drops in with nothing but platitudes and a desire to dramatize in his expense report how much time he got for his interview. He wears out his welcome, and injures his publication, too.

■ Well there you are—ten things that the advertiser expects of you, the media representative.

When you fellows travel from agency to agency or from client to client, you can't help making certain comparisons—of men, of methods, and even of the general character of these organizations. You inevitably arrive at certain evaluations. In exactly the same way, the man who buys the space compares you and the other salesmen who call. You rarely, if ever, see your competitors in action. The buyer sees *all* of them in action.

It is only because I represent this point of view—a view into which you cannot easily project yourself—that I have attempted to speak to you today. I hope my comments have been helpful. #

The Creative Man's Corner . . .

No Convert Here

If the Hat Corp. of America, which published this ad, expects it to convert us to wearing a hat, it has another expect coming. First of all, the immediate impression the ad creates is an unfavorable one. No one can look at the beatnik portrayed and feel good. Or wholesome. He must necessarily feel repulsed. So the advertiser starts off with one strike against him.

The copy with studied humility admits that "no miracles happen when you put on a hat"—but at once suggests that wearing a hat "can make the rough, competitive road between you and the top a little easier to travel." As *Time* pointed out, one guy made it—and how closer to the top can you get than the Presidency of the United States? Strike two.

The copy argument then proceeds to fall rapidly to pieces. Still able to read the headline, that "There are some men a hat won't help," we find the Hat Corp. admitting that going bareheaded doesn't necessarily mark you for failure. "In the long run," it concedes, "it's what's under the hat that counts." So why take a full page ad in the *New York Times* to begin with?

Strike three. Out. #

On the Merchandising Front . . .

Why Put It Up to Retail Sales People?

By E. B. Weiss

The major appliance industry fared poorly in 1960—more poorly than many segments of our economy. I note that some of our largest major appliance producers—Whirlpool, Frigidaire, Westinghouse, General Electric—developed weighty plans to break the log jam. And prominent in these plans, in each case, was an ambitious program for training retail sales people.

E. B. Weiss

The record shows that the programs of the major appliance manufacturers for 1960 were far from successful. I imagine that the least productive part of their programs was the effort to obtain a higher degree of intelligent floor selling of major appliances.

Indeed, while I have no facts to back up this assertion, I think there is ample reason to conclude that, in 1960, the retail floor selling of major appliances hit still another low! Moreover, if this new low in 1960 was not much below that reached in 1959, the explanation is that when you are in the sub-cellar there isn't much more room left for descent!

■ For years I have been contending that any program, for a line selling in big volume on the national market, that attempts to use retail sales people as the fulcrum of the marketing lever is doomed to failure. The era of informed, creative personal selling on the retail floor began to wane during and after World War I. World War II brought that era to a close. Period!

Does this mean that there is no selling of this kind on retail floors in any part of the country—none at all? Of course not. Maybe 10% of our retail sales people are competent. Maybe 25% are competent.

■ But the big point involved here is that in most of those retail outlets from which most manufacturers obtain from 60% to 85% of their total volume—and this is certainly true of the major appliance industry—effective personal selling on the retail floor is almost nonexistent.

Major appliances in these major outlets are not *sold*—they are *bought*. In innumerable instances, they are bought *despite* the inspired resistance put up by sales people, seemingly determined to *prevent* a sale from being concluded!

■ Also, in innumerable instances, major appliances are bought in many major outlets under conditions that are completely self-service. In those outlets responsible for the lion's share of major appliance volume, self-service and certainly big gobs of self-selection are the major trend.

These major outlets (with, of course, a few notable exceptions) get the last siftings of labor availabilities. Their floor personnel could not be effectively trained even if store management were to encourage manufacturers to make the effort. But the sad truth is that, in most instances, management in these major outlets for major appliances could not be less interested in training their sales people! Management's concern is with deals, with real estate, with mergers, etc.

■ The consequence is that elaborate training programs for retail sales people in major appliance stores tend to wind up in those outlets giving the manufacturer the smaller part of his total volume. These are precisely the outlets that carry fearfully inadequate floor inventory—and it still holds true that you cannot sell from an empty wagon, no matter how high the level of training. But even if these smaller outlets were to achieve a considerable improvement in their floor selling—and floor selling in small outlets for major appliances tends to average *better* than in large outlets—the net result would affect the total volume of these giant manufacturers only in a microscopic way.

Unless and until the major appliance manufacturers can get their *major* outlets to step up personal floor selling *substantially*, their training programs are doomed to turn in inadequate results. I contend that this is a totally impossible goal to reach—and I say this with particular reference to such major appliance manufacturers as General Electric, Westinghouse, Frigidaire, Whirlpool. (This may not be equally applicable to some of the smaller manufacturers with carefully selected distribution.)

This is not to say that the major appliance industry may not rebound some time in 1961. But, if it does, I am positive that its programs for training retail sales people will not have made the slightest contribution toward this return to the upside.

I am equally certain that the national advertising of most of our major appliance manufacturers will continue to pre-sell these major brands more because of the

The fresh spring face of Good Housekeeping!

Say hello to the bright face and bright spirit of March Good Housekeeping! Alive, alert, active — and perfectly reflected by this pretty cover girl.

Other excitements: Informative, inspiring, hope-provoking fiction and features by Erich Maria Remarque, Viña Delmar, Margaret Blair Johnstone, Rona Jaffe. An encouraging article on cancer; a controversial one on office romances; a touching letter from a father to his teenage son. Plus homemaking service features that top even the standards you expect from Good Housekeeping. And much more, all edited for the heart-of-interest of 12 million readers who read-with-participation and act on what they read!

Good Housekeeping
A Hearst Magazine

Magazine and Institute

Guaranteed by Good Housekeeping

weight of dollars than because of brilliantly creative advertising. Only the auto industry (with the notable exception of Volkswagen) compares with the major appliance industry in its use of uninspired, Ike-and-Mike advertising. #

Are Americans Materialistic? Margaret Mead Says No! Europeans Are More So

On March 17, Doubleday & Co. will publish "As We Are," a collection of "conversations" which Henry Brandon, chief U. S. correspondent for the London Sunday Times, prepared to help combat some cliches about Americans. One of these "conversations" was with Dr. Margaret Mead, distinguished anthropologist, author, lecturer and teacher. The segment quoted below, with permission of the publisher, deals with the subject of materialism, and we guarantee that Advertising Age readers will find it interesting and refreshing.

BRANDON: Perhaps the most important question I can ask you as an anthropologist is whether you believe that American society or the American species is capable of world leadership. But to approach this question gradually I first want to quote from an American writer who in typical American self-critical fashion recently said that "American civilization is most sincerely dedicated to the isms of materialism, conformism, optimism, escapism, and Momism." First, what about the materialistic nature of the American?

MEAD: Perhaps I might start by quoting the comments of the natives of New Guinea that I went back to restudy in 1953—I studied them before in 1928 when they were real Stone Age savages . . . and the most possessive, acquisitive, competitive, materialistic group of savages that I had ever met among all the savages I know. They were exposed, during World War II, to about a million Americans. They said: "We learned from the Americans that material things don't matter, that the only thing in the world that matters is a single human being. You can spend any amount of material goods to save the life of a single human being—now we have learned this, we want to have the kind of society that is organized around human beings instead of around property and things." If I quote this to an ordinary American audience, they have some idea what I'm talking about, but if I quote it to the professional intelligentsia, they gasp with amazement. The natives added: "The reason that Americans do *not* value material things too highly is because they have so many of them." There's been a great confusion between having many material things and being materialistic. Europeans feel to prefer a bathtub to a garden is crass materialism. Americans don't set things up as between a bathtub and a garden, because a bathtub isn't a luxury in this country, it's a necessity. So from what I have seen and the discussions I have had in Europe—I think Americans are much *less* materialistic than Europeans, much less.

BRANDON: Still, the American economy really is built on persuading people to buy and buy more, and so you have a concentration here on acquiring material things rather than—

MEAD: Well now! How would you characterize other economies? What are they based on? Persuading people *not* to buy?

BRANDON: No, but the economy is not that dependent on whether everybody will own a washing machine or not.

MEAD: I know it isn't. And other countries have had rather serious production problems as a result, haven't they? Ours is an economy that is geared to a rising standard of living. We are geared to a notion that we could live better than we do—so no one settles down very comfortably and is satisfied with the way he lives. Whereas, of course, in many parts of Europe there are class-typed standards. If people reach them, they are contented and they don't want to go out to get more things. #

Salesense in Advertising . . .

Concerning Credibility

By James D. Woolf
Advertising Consultant

It goes without saying that no advertisement can do an effective selling job unless it is believed. Merely to tell the truth is not always enough. The truth is the truth to the reader or listener only if he believes it. What are the elements of conviction? What are the lines of procedure in the matter of instilling belief in the reader's mind?

James D. Woolf

The copy including the headline should begin with a statement with which the reader will agree. By starting off with a statement of fact that will be accepted by the reader without question, he is thus put into a receptive state of mind that may be less self-evident. This is the procedure in deductive reasoning: All men are mortal; Socrates is a man; therefore, Socrates is mortal.

At least half the battle is won if the reader accepts as true the initial premise or statement with which the advertisement begins. To challenge the reader's belief at the outset is only to court the possibility of antagonizing him and losing his interest.

■ As a second factor of conviction, *statements should be consistent with and be held within the scope of ordinary human experience.* This is certainly true of the thing that has just been discussed—the major premise. It is equally true of every statement in the copy; the facts, the figures, the examples, the specific instances, the comparisons, and the *words* that are used in the advertisement, should come within the range of average experience. This principle of consistency with ordinary experience is violated most frequently by the use of exaggerated statements.

The woman with thin, scraggly, lifeless hair will surely have difficulty in believing this: "No matter what kind of hair you have, you can make it the envy of other women. The result is astounding! Quickly your hair is made over—it becomes sparkling, soft, fresh, luxuriant." A remarkable hair tonic indeed! But it promises too much; the results it offers are not consistent with the ordinary experiences. A far more modest promise might be believed.

■ There are dozens of face powders on the market, and one seldom hears women complain about them. Hence one wonders if this statement will impress women: "After 200 years, the perfect face powder! Every woman has sought such a powder, keenly, persistently, for powder is the final beauty touch, and makes or mars loveliness after all else is done to care for the skin. Now the ceaseless quest is ended."

Where is the motorist who has ever had this experience? "To ride in this new eight is to glide along so smoothly that one does not realize the car is in motion! There is not the slightest jar, the smallest tremor —the road seems made of silken plush." The car referred to undoubtedly rides comfortably; but the copy claims too much; it taxes the experience of the reader.

Another factor of conviction is clearness. How often have you heard people say, "Oh, is *that* what you mean! Now that I understand your point I quite agree with you."

After the writer has determined in his own mind exactly what his thought is, he must consider what meaning the reader may put on his terms. If the point he wants to bring out, for example, is economy, he should define clearly and precisely what he means by the term. A general statement that a high-priced automobile is economical might not impress some readers, because they are thinking of the term with reference to initial cost. The writer, however, may be thinking of economy in terms of upkeep and low-cost operation.

■ Another factor of conviction is the use of specific instance, or presentation of the actual as against the intangible and the general. The specific instance deals in terms individual, precise, absolute. Still another factor of conviction is restatement. It focuses the reader's attention on the idea the writer wishes to impress on him.

A fifth factor of conviction is the use of testimony to support the advertiser's statements. There is no doubt that the use of *credible* testimonial material increases the effectiveness of advertising. And there is no doubt that the money-back guarantee does much to win the reader's confidence.

But the soundest procedure is to hold your promises within the scope of average human experience. When advertising isn't believed, as it sometimes isn't, the reason is not far to seek—and that reason is *exaggeration.* #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

The Peeled Eye Department . . .

The Old Gives Way to the Way Out

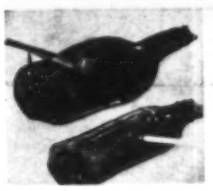
By Dick Neff

Those Vermont Cats Are Way Out

"If you think that the Vermont Crossroads store is a place to buy calico and cut plug tobacco, look at the enclosed ad from *House Beautiful,*" writes our stellar correspondent, Dave Kennedy.

Dick Neff

"BEAT BOTTLES," reads the copy, "are flattened out pop, pepsi or liquor bottles that make the coolest ash trays you've ever had at your pad. Man, they're crazy for outdoor jazz sessions. Even squares like them. $2.95 each plus 25¢ postage."



BEAT BOTTLES are flattened out pop, pepsi or liquor bottles that make the coolest ash trays you've ever had at your pad. Man, they're like flecked with color and if you can stand the ozone, they're crazy for outdoor jazz sessions. Even squares like them. $2.95 each plus 25¢ postage from The Vermont Crossroads Store, Montpelier, Vermont

can be redeemed for "a four-passenger Piper DeLuxe 'Caribbean' airplane," among other premiums, maybe those crazy little fairies can even throw away their wings.

Modern Marketing Invades Fairyland

In a somewhat different vein is this item from Ed Lucht, pr consultant in Nippersink Villa, Wonder Lake, Ill., as improbable an address as we ever ran into outside of an S. J. Perelman piece.

It's an ad from the Richmond, Ill., *Nu-Vue,* and it reads as follows:

PENNY CANDIES
Over 85 old fashioned varieties
displayed in apothecary jars in a
fairy tale atmosphere
at the
Holmgren's Gift Shop
The Area's Most
Charming and Complete Shop
We Give S&H Green Stamps.

We can see those little pixies now in their little green jeans rock 'n' rollin' around those S&H green stamps and thumbing through the catalog deciding which premiums to get.

And now that Triple-S blue stamps

Are You a Town Collector?

Do you have a favorite list of names of small towns?

Paul Winchell, who relieved Bill Cullen on NBC during his vacation, has some Jim-dandies, and his listeners were a big help. The one we liked best was Casanova, N. J., and Paul Winchell's slogan for it—"Where Everybody Loves Everybody."

Paul had another interesting little collection, too—"Questions nobody answers." Our favorite: "Explain the universe, and give two examples."

Guess THAT'LL Take Care of Those Old Fogies!

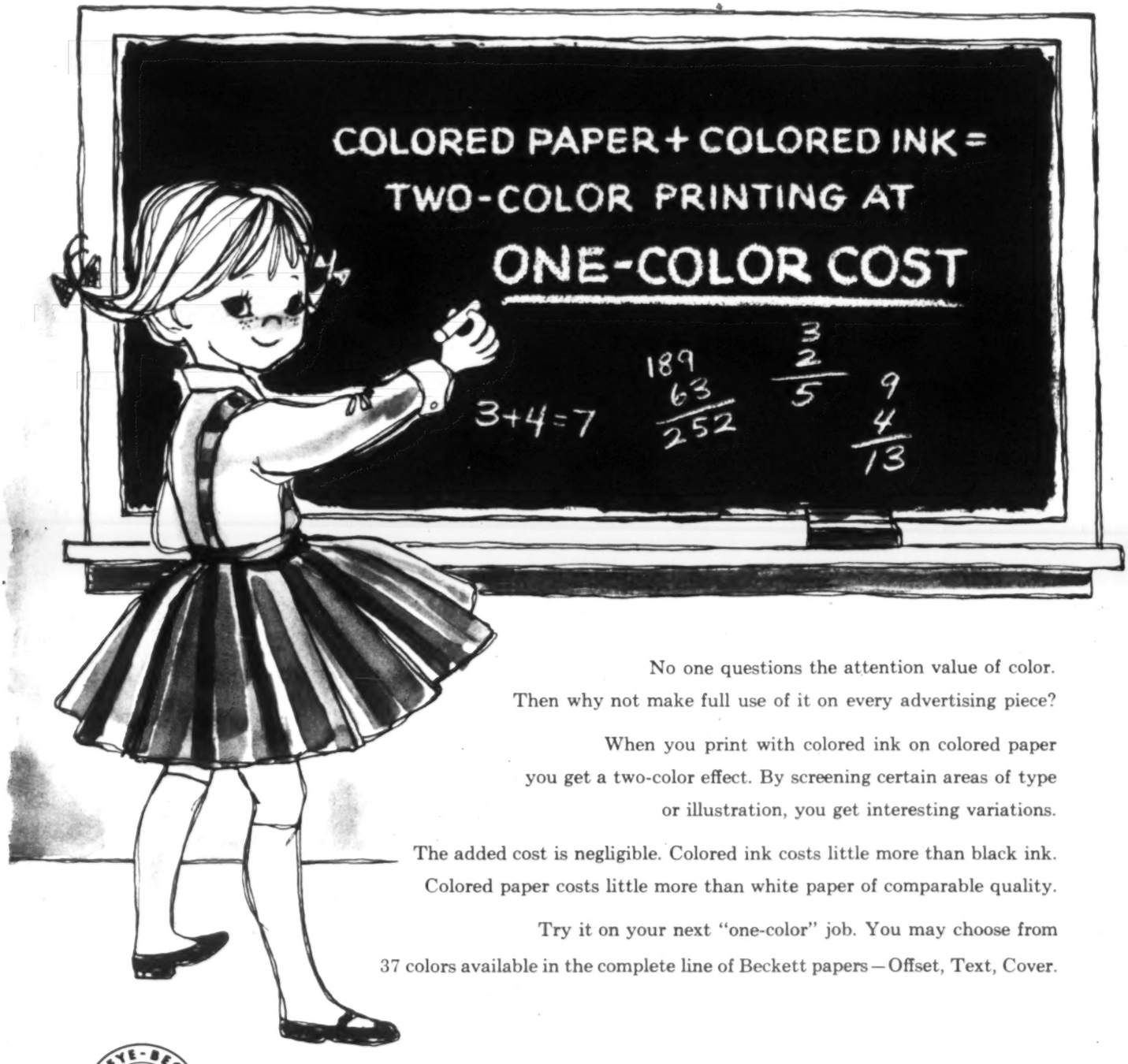
A closet as full of high voltage electrical equipment as young Tom Edison's basement held us spellbound one evening recently when a porter left the door ajar.

A Charles Addams chill came over us as we read this sign on a black, ominous-looking box that looked as if it might be connected directly to a mile-long row of electric chairs. "PENSION PLANNING—CITY OF NEW YORK."

Correction, Please

Well, we sure made a lead balloon out

HERE'S A SIMPLE EQUATION FOR COLORFUL PRINTING AT LOW, LOW COST



No one questions the attention value of color. Then why not make full use of it on every advertising piece?

When you print with colored ink on colored paper you get a two-color effect. By screening certain areas of type or illustration, you get interesting variations.

The added cost is negligible. Colored ink costs little more than black ink. Colored paper costs little more than white paper of comparable quality.

Try it on your next "one-color" job. You may choose from 37 colors available in the complete line of Beckett papers—Offset, Text, Cover.

BUCKEYE-BECKETT PAPERS

THE BECKETT PAPER COMPANY

MAKERS OF GOOD PAPER IN HAMILTON, OHIO, SINCE 1848

THESE LEADING MERCHANTS SELL BECKETT PAPERS

ALABAMA
- Graham Paper Company — Birmingham
- Sloan Paper Company — Birmingham
- Partin Paper Company — Mobile

ARIZONA
- Butler Paper Company — Phoenix
- Graham Paper Company — Phoenix
- Zellerbach Paper Company — Phoenix
- Graham Paper Company — Tucson

ARKANSAS
- Roach Paper Company — Little Rock
- Western Newspaper Union — Little Rock

CALIFORNIA
- Zellerbach Paper Company — Emeryville
- Zellerbach Paper Company — Fresno
- Butler Paper Company — Los Angeles
- Zellerbach Paper Company — Los Angeles
- Zellerbach Paper Company — Sacramento
- Butler Paper Company — San Diego
- Zellerbach Paper Company — San Diego
- Pacific Coast Paper Company — San Francisco
- Zellerbach Paper Company — San Francisco
- Zellerbach Paper Company — San Jose

COLORADO
- Butler Paper Company — Denver
- Graham Paper Company — Denver
- Butler Paper Company — Pueblo

CONNECTICUT
- Carter Rice Storrs & Bement, Inc. — Hartford
- Henry Lindenmeyr & Sons — Hartford
- Carter Rice Storrs & Bement, Inc. — New Haven
- Henry Lindenmeyr & Sons — New Haven

DISTRICT OF COLUMBIA
- The Barton, Duer & Koch Paper Company
- Stanford Paper Company

FLORIDA
- Jacksonville Paper Company — Jacksonville
- Everglade Paper Company — Miami
- Central Paper Company — Orlando
- Capital Paper Company — Tallahassee
- Tampa Paper Company — Tampa

GEORGIA
- Sloan Paper Company — Atlanta
- Whitaker Paper Company — Atlanta
- Macon Paper Company — Macon
- Atlantic Paper Company — Savannah

ILLINOIS
- J. W. Butler Paper Company — Chicago
- James White Paper Company — Chicago
- J. W. Butler Paper Company — Peoria

INDIANA
- Butler Paper Company — Evansville
- C. P. Lesh Paper Company — Evansville
- Butler Paper Company — Ft. Wayne
- The Central Ohio Paper Company — Indianapolis
- The Chatfield Paper Corporation — Indianapolis
- C. P. Lesh Paper Company — Indianapolis
- Mid-States Paper Company — Terre Haute

IOWA
- J. W. Butler Paper Company — Cedar Rapids
- Western Newspaper Union — Des Moines
- Weber Paper Company — Dubuque
- Western Newspaper Union — Sioux City

KANSAS
- Butler Paper Company — Wichita
- Graham Paper Company — Wichita

KENTUCKY
- Graham Paper Company — Louisville
- Louisville Paper & Mfg. Co. — Louisville
- Rowland Paper Company — Louisville

LOUISIANA
- Butler Paper Company — New Orleans
- Graham Paper Company — New Orleans
- Western Newspaper Union — Shreveport

MAINE
- Carter Rice Storrs & Bement, Inc. — Augusta

MARYLAND
- The Barton, Duer & Koch Paper Co. — Baltimore
- Stanford Paper Company — Baltimore

MASSACHUSETTS
- Carter Rice Storrs & Bement, Inc. — Boston
- Lindenmeyr Paper Co., Inc. — Boston
- Carter Rice Storrs & Bement, Inc. — Springfield
- Carter Rice Storrs & Bement, Inc. — Worcester

MICHIGAN
- Butler Paper Company — Detroit
- The Union Paper & Twine Company — Detroit
- Central Michigan Paper Company — Grand Rapids
- The Union Paper & Twine Company — Jackson

MINNESOTA
- Carpenter Paper Company — Duluth
- Duluth Paper & Specialties Co. — Duluth
- Butler Paper Company — Minneapolis
- Graham Paper Company — Minneapolis
- Inter-City Paper Company — Minneapolis
- Inter-City Paper Company — St. Paul

MISSISSIPPI
- Graham Paper Company — Jackson

MISSOURI
- Butler Paper Company — Kansas City
- Graham Paper Company — Kansas City
- Butler Paper Company — St. Louis
- Graham Paper Company — St. Louis
- Butler Paper Company — Springfield

MONTANA
- Western Newspaper Union — Billings
- Yellowstone Paper Company — Billings
- Ward Thompson Paper Company — Butte

NEBRASKA
- Western Newspaper Union — Lincoln
- Field Paper Company — Omaha
- Western Paper Company — Omaha

NEW JERSEY
- Henry Lindenmeyr & Sons — Hillside

NEW MEXICO
- Butler Paper Company — Albuquerque
- Graham Paper Company — Albuquerque

NEW YORK
- The Hudson Valley Paper Company — Albany
- The Alling & Cory Company — Buffalo
- The Union Paper & Twine Company — Buffalo
- The Alling & Cory Company — New York City
- Miller & Wright Paper Company, Division of The Alling & Cory Co. — New York City
- Bulkley, Dunton & Company — New York City
- Henry Lindenmeyr & Sons — New York City
- Marquardt & Company, Inc. — New York City
- Nelson-Whitehead Paper Corp. — New York City
- The Alling & Cory Company — Rochester
- The Alling & Cory Company — Syracuse
- Troy Paper Corporation — Troy
- The Alling & Cory Company — Utica

NORTH CAROLINA
- Henley Paper Company — Asheville
- Caskie Paper Company, Inc. — Charlotte
- Charlotte Paper Company — Charlotte
- Henley Paper Company — High Point
- Epes-Fitzgerald Paper Company — Raleigh
- Raleigh Paper Company — Raleigh

NORTH DAKOTA
- Western Newspaper Union — Fargo

OHIO
- The Chatfield Paper Corporation — Cincinnati
- The Cincinnati Cordage & Paper Co. — Cincinnati
- The Diem & Wing Paper Company — Cincinnati
- The Whitaker Paper Company — Cincinnati
- The Central Ohio Paper Company — Cleveland
- The Union Paper & Twine Company — Cleveland
- The Central Ohio Paper Company — Columbus
- The Central Ohio Paper Company — Dayton
- The Cincinnati Cordage & Paper Co. — Dayton
- The Central Ohio Paper Company — Toledo

OKLAHOMA
- Graham Paper Company — Oklahoma City
- Beene Paper Company — Tulsa
- Tayloe Paper Company — Tulsa

OREGON
- Fraser Paper Company — Portland
- West Coast Paper Company — Portland

PENNSYLVANIA
- Garrett-Buchanan Company — Allentown
- Lehigh Valley Paper Corporation — Allentown
- The Alling & Cory Company — Harrisburg
- Bock Paper Company — Harrisburg
- Garrett-Buchanan Company — Lancaster
- Garrett-Buchanan Company — Philadelphia
- D. L. Ward Company — Philadelphia
- The Alling & Cory Company — Pittsburgh
- The Chatfield & Woods Co. of Pa. — Pittsburgh
- Garrett-Buchanan Company — Reading
- Elm Paper Company — Scranton

RHODE ISLAND
- Carter Rice Storrs & Bement, Inc. — Pawtucket

SOUTH CAROLINA
- Epes-Fitzgerald Paper Company — Columbia
- Palmetto Paper Company — Columbia

SOUTH DAKOTA
- Sioux Falls Paper Company — Sioux Falls
- Western Newspaper Union — Sioux Falls

TENNESSEE
- Graham Paper Company — Chattanooga
- Sloan Paper Company — Chattanooga
- The Cincinnati Cordage & Paper Co. — Knoxville
- Graham Paper Company — Knoxville
- Graham Paper Company — Memphis
- Graham Paper Company — Nashville

TEXAS
- Graham Paper Company — Amarillo
- Graham Paper Company — Dallas
- Southwestern Paper Co. — Dallas
- Graham Paper Company — El Paso
- Southwestern Paper Company — Ft. Worth
- Graham Paper Company — Houston
- Southwestern Paper Company — Houston
- Graham Paper Company — Lubbock
- Graham Paper Company — San Antonio

UTAH
- Western Newspaper Union — Salt Lake City

VIRGINIA
- Caskie Paper Company, Inc. — Lynchburg
- Epes-Fitzgerald Paper Company — Norfolk
- Epes-Fitzgerald Paper Company — Richmond
- B. W. Wilson Paper Company — Richmond

WASHINGTON
- West Coast Paper Company — Seattle
- McGinnis Independent Paper Co. — Spokane
- Allied Paper Company — Tacoma

WEST VIRGINIA
- Copco Papers, Inc. — Charleston
- The Cincinnati Cordage & Paper Co. — Huntington

WISCONSIN
- Standard Paper Company — Appleton
- Steen-Macek Company — Green Bay
- Standard Paper Company — Madison
- Bauer Paper Company — Milwaukee
- Standard Paper Company — Milwaukee
- Standard Paper Company — Wisconsin Rapids

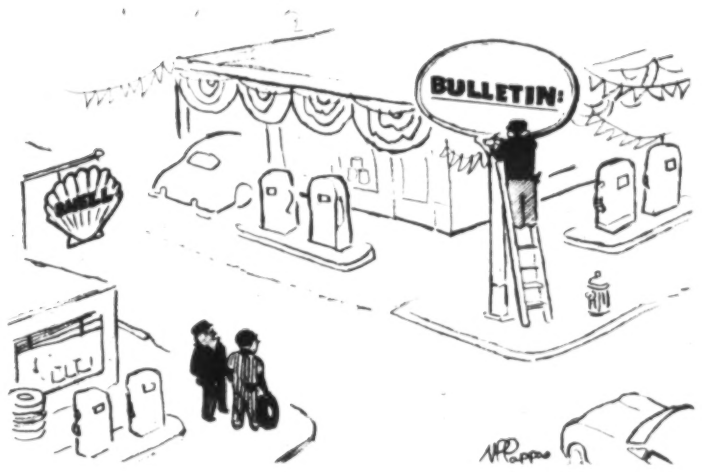
EXPORT AGENTS:
- Bulkley, Dunton Paper Co., S.A. — New York City
- Castex Paper Export Co. — New York City
- Champion Paper Corporation, S.A. — New York City
- Silleb, Inc. — New York City
- Pamco Incorporated — San Francisco

CANADIAN AGENTS:
- Clark Papers, Ltd. — Calgary, Alberta
- Smith, Davidson & Lecky, Ltd. — Calgary and Edmonton, Alberta
- T. B. Little Papers, Ltd. — Montreal, Quebec
- McFarlane Son & Hodgson, Ltd. — Montreal, Quebec
- Whyte-Hooke Papers, Ltd. — Toronto, Ontario
- Wilson-Munroe Company, Ltd. — Toronto, Ontario
- Coast Paper Company, Ltd. — Vancouver, B. C.
- Mid-West Paper Sales, Ltd. — Winnipeg, Manitoba

This insert is printed on Beckett Offset, Green, 80 lb. sub., in our new Satin Shell finish. Note its velvety texture. It has the printability of an uncoated paper, yet the sheen of a fine coated paper. It has exceptional folding qualities and resistance to smudges and fingerprints.

Satin Shell is carried in stock, minimum order, 1 carton. Ask your nearby Beckett merchant, listed above, for complete Satin Shell sample swatch.

Changes on Main St.



—By Nick Pappas
Agency Art Director

"I was afraid something like this might happen . . ."

of that Lestoil item supplied by Andy Halway of the Sackel-Jackson Co. Inc., last month.

Item was about a time salesman who, upon finding that another outfit won the bid over his outfit for producing some Lestoil video tape commercials, sent Andy a simulated tear sheet with the headline "TIDAL WAVE HITS HOLLYWOOD."

With our alertly poised scissors, which we apparently had sharpened on our cerebral cortex instead of a grindstone, we left out the whole point of the item, which was that the outfit that won the bid was located in Hollywood.

Sorry, Andy. Next time we'll have Steven, our 17-month-old grand-nephew, do the cutting.

Ad-ecdote Dept.

Last February, Frances Benson of Holly, Colo., sent us a splendid collection of ad-ecdotes. Here's one that seems particularly appropriate now:

"The business slump hasn't yet crushed the natural enthusiasm of the cloak-and-suiters in the New York garment district. To the inevitable questions of 'How's business?' one Seventh Avenue manufacturer rubbed his hands and replied gleefully, 'Fine, fine! Already we are 50% ahead of next year'." #

energy applied to problems of national concern.

It is magnificent training for any mind which seeks greater ability in solving problems, to examine the manner in which these authorities in their various fields outline and attack hitherto unanswered questions.

We may not agree with their recommendations. Surely, however, there is no better way in which mankind may conquer national and international threats to its existence than to turn the best minds we have loose on the problems, let an even better mind make final decisions on policy, and have the same national leader tell us "this is it."

■ The people will buy this. And while, as President Kennedy warns us, the solutions may not be found in our times or in those of our children, this, with God's help, is our only way to seek these vital answers.

While form may not be so important as their content, the President's Massachusetts address and his inaugural are models of English prose and constitute powerful, succinct expression of his ideas. Recommended reading, indeed, for all of us who seek to communicate in written words.

It is fashionable among business men to say "I have no time to read."

These days, brother and sister, we cannot afford not to read. A very exciting and important mental performance is being put on for us. All advertising people will benefit by reading, and thinking along with, these good minds.

* * *

ACCOUNT EXECUTIVE REMUNERATION. Question comes in from Michigan, asking, "When a man is on commission on new business, do we have to pay him if his accounts fail to pay their bills?" Answer is, of course, depends upon what deal was made when the man was hired. Too many jobs are started with vague or faulty agreements. The best way to handle these commission account men is to pay them only when the money has come in to the agency. If advances against future income seem worth while to the agency head, let him decide this when he is hiring the account man, not later, when both parties are hot under the collar. Michigan wants me to indicate a "rule" or "custom" covering such situations. The only rule is, don't get into them. If you are in them, settle it across the desk, man to man, with justice and consideration on both sides. But don't let it get into court except as a last resort. #

Agencies Ask Us . . .

What Should Advertising People Read?

By Kenneth Groesbeck
Advertising Agency Consultant

Kenneth Groesbeck

Can you imagine any more toothsome bone to be tossed at an old schoolmaster like me than this one? What a chance to pose and pontificate, and show how smart I am! Which would be the best possible evidence that my advice wouldn't be worth reading.

Naturally, my Pennsylvania inquirer is not wanting to be told about the necessity of keeping up to date on new devices, thinking, and developments, by reading regularly the advertising press and whatever books may be written by folks who know the business, and have been in it. That goes without saying.

No, he wants (and says so) to know what reading is desirable for an active advertising person, in and outside of agencies, to equip the mind so it is better able to cope with the problems of our business.

Well, obviously, there are two main areas of mental feeding to be considered. One is knowledge, the other is reasoning power. The one is desirable new material on which and with which to work, the other consists of tools and techniques with which to fashion the raw material into an end product of some value.

We advertising people, I think, need a constant freshening and renewal of our stock of *knowledge*, of what is going on in the world and why. By "what is going on" one means, of course, events in international relations, developments in science, discoveries in every direction.

To this end, we have the best of our newspapers with particular attention to their editorial pages. We have also some extremely worth while magazines, these days, where important bodies of fact are not only offered but interpreted.

For tools and techniques to enable the advertising mind to function more efficiently, we need, I think, continuing study of writings about people and the way their minds work.

■ One paperback which rises inevitably to my mind in connection with sound thinking is that extraordinary work of W. Ward Fearnside and William B. Holther called "Fallacy, the Counterfeit of Argument," published by Prentice-Hall, Englewood Cliffs, N. J., 1959. $1.95. It is tough going, and I find my copy pencil making notations from one careful reading, with the guilty realization that I must go through it again, and work harder on it than I have, before I can really be said to know something of what it is all about.

"Must" reading for all intelligent advertising men and women, it seems to me, are the papers now being prepared by the various task forces appointed by the President. Not since a handful of youngsters no older than the present administration figured out how to design the American Republic have we seen such concentrated intelligence and youthful

Learning from the Retail Ads . . .

The 'Illiterate' Ad

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

Advertising is doing its share to help make ours a country of illiterates. Poetic license has its limits. Probably they should be within poetry. Although a good poet is too sensitive a person to carry liberty into license.

Not some copywriters, however. Some copy today is written as sloppily, punctuated as carelessly, as a soda-jerk cracks eggs.

One of the greatest store names in America is concealed beneath this black spot. But what good can be said of the ad, even apart from the careless copy?

The department locations, and branch stores listed at right of the sig blob are in type so small it is almost illegible to 20-20 vision. Particularly since this page is printed very lightly.

The body copy itself is printed in type easy to read—but in lines too long and solid for the type or the reader to be done justice.

The identification letters of the items and their sequence—at the pictures and below the copy—are just plain difficult to hitch together, as well as being too small.

But the copy—that started all this. It reads (with my parenthetical comment) as follows:

"Koret's look of elegance separates glitter and glow . . . bring to mind the soft flicker of candlelight." (Wait a minute. Is "separates" a noun, as it now seems to be? If so, then the line should read, "Koret's look-of-elegance separates glitter and glow." Now the "bring" is justified.) "Intimate dinners for two."

Well, that makes my point.

Common courtesy to readers whose attention you are seeking to capture suggests you make reading easy. There are better solutions than the one I have suggested. But it works the least change to the writer's present words.

Buyers in great stores would be fired fast if they bought as sloppily as some ad writers write.

P.S. After writing this item, I wrote to the editor: "Ad only." Then I noticed the coupon upper right, above the ad. This is further proof of advertising illiteracy. Someone wanted mail orders, or the coupon would not have been run. Yet the ad calls no attention to it. This is slovenly advertising, despite the nice photographs. "How to waste money" would be another suitable caption for this item. #

What They Were Saying 25 Years Ago . . .

H. B. Le Quatte, president of Churchill-Hall Inc., speaking before the Sales Executives Club of New York (AA, April 6, 1936):

"We are developing a relative shortage of young people and a comparative surplus of middle aged and elderly people. Our youth market is about to become, numerically at least, the minor field for American products and services."

Mickelson Joins Time Inc.

Sig Mickelson, who resigned as president of CBS News a couple of weeks ago after 18 years with the company, has joined the broadcasting division of Time Inc., New York. Weston C. Pullen Jr., Time broadcasting vp, said Mr. Mickelson will assume broad responsibilities for Time Inc. plans in the field of international broadcasting and broadcast news. Time owns four radio and four tv stations, is a coproducer of the Bell & Howell public affairs series on ABC-TV, and has been looking into possible avenues for expansion in international broadcasting.

Expandex Names Triangle

Expandex Corp., Wauregan, Conn., manufacturer of equipment for automatic molding systems, has appointed Triangle Advertising Agency, North Abington, Mass., to handle its advertising.

Georgiana Lane to Revlon

Georgiana Williscroft Lane, formerly with Erwin Wasey, Ruthrauff & Ryan, has joined Revlon Inc., New York, as group advertising manager.

SIGN HOLDERS for TRUCKS
TRANSIT BUS STYLE FRAMES
for changeable copy
ADVERTISING CARDS → FREE PHOTO ALBUM
THE YARDER MANUFACTURING CO.
724 Phillips Ave. GRanwood 4-5411 Toledo 12, Ohio

BOVINE FRUSTRATION—*This outdoor ad, part of the 1961 Milnot campaign, incorporates the whip product's cow-linked copy motif.*

Milnot Campaign Set in Outdoor, Radio, Newspapers

LITCHFIELD, ILL., Feb. 28—Milnot Co. is using posting schedules in 15 markets in its four-state distribution area to help promote the sale of its product. The posters are scheduled on a continuous basis, March through December.

The posters will use the 1961 copy line: "If cows *could* . . . they'd give Milnot" (AA, Jan. 23) and will feature such special Milnot specialties as cheesecake, strawberry shortcake, chocolate pie and fudge.

The outdoor format follows the same pattern as Milnot's newspaper campaign, which will use the same copy line as well as picturing the product in use.

In addition to the outdoor and newspaper schedules, Milnot will use spot radio in several metropolitan areas in Illinois, Indiana, Oklahoma and Missouri. In all, 21 stations will carry Milnot schedules.

D'Arcy Advertising Co., St. Louis, is the agency. #

INRA Splits Operations; Sends Team to West Africa

Elmo C. Wilson, president of International Research Associates, New York, has announced the company's U.S. research activities will henceforth be handled by a subsidiary, Elmo C. Wilson Inc. Noting that half of the company's volume is in the domestic field, Mr. Wilson said the separation was made because a number of companies "think that we are concerned only with foreign marketing."

In another move, International Research Associates (INRA) has joined with Barnet & Reef, New York pr company, to send a team of market research experts to Nigeria to explore potential markets for U.S. companies in West Africa. Members of the team are Karol Gess, economic and legal consultant to the United Nations, and three INRA staffers—Robert W. C. Brown, Harry Q. M. Clawson and Lincoln Armstrong.

Set Negro Press Week

The National Newspaper Publishers Assn. has designated March 19-25 as National Negro Newspaper Week. Special observances will be promoted March 16 in tribute to the founding of the first Negro newspaper, *Freedom's Journal*, which appeared in New York March 16, 1827.

Pasco Moves to New Quarters

Sam Pasco Advertising, Hartford, has moved to new offices at 742 Asylum Ave.

Network Radio's Top Advertisers*

Based on Four Weeks Ending Jan. 8, 1961

Copyright by A. C. Nielsen Co.

Home Broadcasts

Rank	Advertiser	No. of B'dcsts	Total Home-B'dcsts Delivered (000)
1	Frito Co. (ABC, CBS, NBC)	348	161,519
2	Pharmaco, Inc. (ABC, CBS, MBS)	347	131,941
3	Standard Brands (CBS, MBS, NBC)	201	115,222
4	R. J. Reynolds Tobacco (Four Nets)	265	108,387
5	Liggett & Myers Tobacco (MBS)	269	103,451
6	Vick Chemical Co. (NBC)	167	102,024
7	Metropolitan Life Insurance (NBC)	124	75,863
8	Longines-Wittnauer (NBC)	85	57,372
9	Sylvania Electric Products (ABC, CBS, NBC)	95	55,334
10	Hudson Vitamin Products (MBS)	184	52,453
11	Kellogg Co. (CBS)	88	49,356
12	Reader's Digest Assn. (Four Nets)	88	45,843
13	Time Inc. (NBC)	83	41,541
14	Mogen David Wine Corp. (NBC)	66	40,996
15	Chevrolet (CBS)	48	36,000
16	Automotive, American Motors (NBC)	80	35,704
17	Philip Morris Inc. (ABC, CBS)	73	34,613
18	Grove Division, Bristol Myers (CBS)	38	31,898
19	Ex-Lax Inc. (CBS, MBS, NBC)	76	29,074
20	General Foods Corp. (ABC, CBS, MBS)	48	28,978

Commercial Minutes

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Mins. Del'd (000)
1	Pharmaco Inc. (ABC, CBS, MBS)	252	90,050
2	Frito Co. (ABC, CBS, NBC)	160	80,049
3	Standard Brands Inc. (CBS, MBS, NBC)	150	76,976
4	Vick Chemical Co. (NBC)	126	71,656
5	Liggett & Myers Tobacco (MBS)	198	66,474
6	Metropolitan Life Insurance (NBC)	105	60,667
7	R. J. Reynolds Tobacco (Four Nets)	159	58,584
8	Chevrolet (CBS)	72	49,865
9	Longines-Wittnauer (NBC)	64	40,145
10	Sylvania Electric Products (ABC, CBS, NBC)	64	36,809
11	Time Inc. (NBC)	72	32,647
12	Philip Morris Inc. (ABC, CBS)	73	31,798
13	Sterling Drug Inc. (CBS, MBS)	75	30,730
14	Hudson Vitamin Products (MBS)	120	30,187
15	Kellogg Co. (CBS)	61	28,670
16	Mogen David Wine Corp. (NBC)	49	27,406
17	Reader's Digest Assn. (Four Nets)	50	24,815
18	Oldsmobile (CBS)	43	24,788
19	Automotive, American Motors (NBC)	60	24,685
20	General Foods Corp. (ABC, CBS, MBS)	43	24,114

*Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

Five Trading Stamp Bills Introduced in Three States

SACRAMENTO, CAL., Feb. 28—A bill to control trading stamps and another bill which would ban "false" gasoline advertising have been introduced in the California state assembly.

The trading stamp bill, AB 838, provides, in essence, that "any person who gives trading stamps with the sale of any merchandise shall give the purchaser the option of taking the trading stamps with the purchase or receiving a cash discount from the amount of the purchase equal to the cost of the stamps to the person issuing them with the merchandise."

The gas bill, AB 246, would "prohibit untrue, false or misleading advertising relative to the quality, quantity, or performance of petroleum products."

■ In Colorado, two bills affecting trading stamps were introduced in the state legislature. One bill would charge a state license fee of $6,000 for each trading stamp outlet. Because of the steep license fee, this law presumably would eliminate trading stamps from the state. The second bill would compel all stamp companies to redeem the stamps for either cash or merchandise, at the choice of the purchaser.

In Wyoming, two bills have been introduced which would make trading stamps legal again. The state outlawed trading stamps in 1959 and the move was upheld by the state supreme court.

One of the two Wyoming bills would require stamp companies to pay a $1,000 license and post a $25,000 bond to guarantee redemption. The other bill would impose a 5% tax on trading stamp companies. #

La Rosa Sets Lenten Push

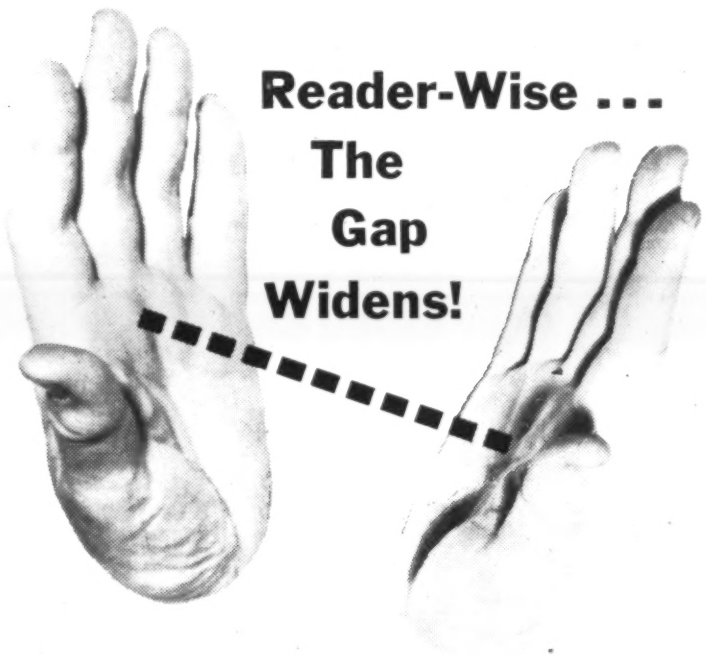
V. La Rosa & Sons, Brooklyn, is using magazines, newspapers, radio and tv for its Lenten campaign. Two half-page color ads will run in the March 11th issue of *The Saturday Evening Post*, featuring two Lenten recipes. On radio, 80 spots weekly will be aired in 33 cities in the La Rosa sales area. In New York, daily 15-minute segments have been scheduled on "Down Memory Lane" (WABC-TV), for six weeks. And 1,000-line ads will run in archdiocesan newspapers in Boston and Philadelphia. Hicks & Greist, New York, is the agency.

Harrison Sets Radio Drive

Harrison radiator division of General Motors Corp., Detroit, has embarked on its first major radio advertising effort with nearly 10,000 spots on 192 stations scheduled through July. Three-quarters of these will be in the South. D. P. Brother & Co. is the agency.

Peggy Sipprell Joins Farber

Peggy Sipprell, formerly with *Redbook's* shopping center merchandising department, has been named promotion manager of Leonard L. Farber Co., New York, real estate developer.



With over 618,000 circulation, the Journal-American now leads the second New York evening newspaper by 170,000 and the third by over 300,000!

During the past 3 years, Journal-American weekday circulation has gone up . . . Up . . UP, while the other evening newspapers have gone down. The Journal-American's weekday circulation average for the 6 months ending September 30, 1960, was 55,000 above the corresponding period 3 years ago. That's one of the most remarkable newspaper circulation success stories in recent times!

Are your current advertising plans geared to this significant trend?

NEW YORK Journal American

Represented Nationally by Hearst Advertising Service Inc.

From A. B. C. Publishers' Statements for 6 months ending September 30, 1960

DU KANE
FLIP-TOP
PROJECTOR

A professional salesman in a 13-lb. package . . . makes every neophyte a "pro" and doubles the effectiveness of experienced salesmen. Just open it up and plug it in—the "FLIP-TOP" presents your sales message without slip-ups or omissions . . . complete with sight and sound. See and hear the "FLIP-TOP" demonstrated at your desk. Learn how sight and sound will increase your sales! Write to:

DuKane CORPORATION
Dept. AA-31 • ST. CHARLES, ILL.

Set Air Service for 2nd Class, Zwirner Urges

Many Publishers Would Pay Premium Postage, Fairchild Exec Tells P. O.

CHICAGO, Feb. 28—A proposal that the Post Office Department establish a second class air mail category for newspapers or "time value" mail has been made by Henry Zwirner, midwest director of Fairchild Publications. *(See editorial on Page 16.)*

In a proposal sent to Postmaster General J. Edward Day, Mr. Zwirner said that he "has canvassed many publishers of consumer and business newspapers who express an urgent need for such stepped-up delivery. All of these publishers have expressed the willingness to pay a reasonable premium over existing surface rates for such optional delivery by air to distant readers."

He said it is estimated that it would cost about 25% more to move second class newspapers by air through the space available method. "If publishers were charged a premium of 50% or more for the air service, it is obvious that the Post Office would be farther ahead financially."

■ Mr. Zwirner contended that "it would be a simple matter to establish this category for those publications presently classified as being entitled to the preferential handling. Except for the higher rate, all present administrative controls could be adopted. . . Making it optional would meet with little or no resistance from those who don't need the service, but would make it welcome to the many who do."

Fairchild publishes a number of daily and weekly business publications. #

Rootes Chortles Over FTC Settlement of Complaint

Rootes Motors, New York, British car importer, has announced that the Federal Trade Commission "has agreed not to press its false advertising charges" against the company. A settlement agreement proposed by the FTC and accepted by Rootes bars the company from "advertising that parts and service are immediately available in places or at times where they are in fact not so available."

John T. Panks, managing director of Rootes, said: "This is, in fact, no restriction at all, since we never have advertised and do not plan to advertise in any manner prohibited by the settlement. Rootes has a network of over 600 dealers extending across the country, which means that parts and service are available over a wide area of the U.S."

'Bazaar' Boosts B&W Rate

Effective with the October issue, *Harper's Bazaar* will institute a 2.5% rate increase for b&w advertising. The circulation rate base is being raised from 380,000 to 400,000. Under the new schedule the b&w page rate will be $4,150. *Harper's Bazaar* has named James M. Fitzgerald, formerly with *Good Housekeeping*, midwestern advertising manager, replacing William McCusker, who has resigned.

Henderson Gets Silver Medal

James M. Henderson, president of Henderson Advertising Agency, Greenville, S.C., has been presented the Silver Medal award for 1961 by the Advertising Club of Greenville.

Rynne & Wilson Organized to Sell Time to Japanese

Rynne & Wilson, a new station representative, has been organized in New York at 745 Fifth Ave. to sell time on U.S. radio and television stations to Japanese advertisers. The company, which has opened an office in Japan, is seeking representation contracts from a "limited number" of U.S. stations. The principals are Donald G. Rynne, head of the export-import company bearing his name, and Allan M. Wilson, a vp of the Advertising Council, who is serving as a consultant.

The company estimates that spot time buying by Japanese advertisers in the U.S. will reach $10,000,000 within three years.

Progressive Farmer Co. Publishes Two Books

Progressive Farmer Co., Birmingham, Ala., has entered the book publishing business. "Southern Cookbook" and "Garden Book for the South" will be published in March.

WNBC Names Speed Johnson

Broaddus (Speed) Johnson, formerly an account executive in participating programs for NBC-TV, has been named manager of sales of WNBC, New York. He replaces Herman Maxwell, who resigned from the radio station.

OE 20 M=
500,000,000.00
"Office Executive" reaches twenty thousand decision makers whose companies spend over $500 million annually on office machines, equipment and supplies. These 20,000 men are the key executives who have the power to say "yes" or "no" to any and all office purchases within their companies. Sell them in the only magazine edited exclusively for top office administrators . . . "Office Executive". Write for sample copies and data.
OFFICE EXECUTIVE
Official Publication of the NATIONAL OFFICE MANAGEMENT ASSOC
World Headquarters WILLOW GROVE, PENNSYLVANIA

Was this incredible creature an ancient statue or a petrified man? In 1869, the world rocked with curiosity. People from far and near paid admission to gape at a fantastic 12-foot giant, unearthed at Cardiff, New York. Investigation proved that the Cardiff Giant was neither man nor ancient idol. Barely one year old, he was a cleverly carved chunk of gypsum. Secretly made, buried, then "discovered" by farmer George B. Hull as a money-making venture.

THIS IS FANTASY

THIS IS FACT

In big, wealthy Los Angeles County retail drug sales total $358,347,000 annually. This is more than the sales in the entire states of Maine, Massachusetts, New Hampshire, Rhode Island and Vermont combined! Per household sales in Los Angeles County are $177 as compared with only $148 for the New England states.

In this high volume, highly competitive market, retailers must keep an eagle eye on advertising expenditures and results.

Among the four Los Angeles dailies, the drug advertisers selected the Herald-Express as their No. 1 choice in 1960, placing 798,018 lines of advertising in this newspaper. This was 63% more linage than the second newspaper and 133% more than the fourth daily.

Here is persuasive evidence that in Los Angeles the Herald-Express moves merchandise. The drug chains have found that the prescription for sales success . . . is the Herald-Express.

Source: Sales Management 1960 Survey of Buying Power. Media Records.

LOS ANGELES EVENING
HERALD-EXPRESS
LARGEST EVENING NEWSPAPER IN WESTERN AMERICA

Represented Nationally by: Moloney, Regan & Schmitt, Inc.

23 REASONS

WHY PITTSBURGH IS A CLEAN CITY:

AJAX	IVORY SNOW	
CHEER	IVORY SOAP	PEARL CLEANER
CLOROX	JOY	SPIC & SPAN
COMET	LESTARE	TIDE
DUZ	LESTOIL	20 MULE TEAM BORAX
FAB	MR CLEAN	20 MULE TEAM BORAXO
IVORY FLAKES	NuSOFT	WISK
IVORY LIQUID	OXYDOL	ZEST

All these soaps and cleansers are spotted on the channel 11 air. And like all smart spot advertisers, they're cleaning up in the huge Pittsburgh market area. Are you?

CHANNEL

WIIC NBC

The eyes of Pittsburgh

Represented nationally by Blair-TV

Canco Switches to G. M. Basford from Compton

NEW YORK, March 1—Advertising for the Canco division of American Can Co. officially moves to G. M. Basford Co. today. The previous agency was Compton Advertising.

Canco decided on Basford as "the logical choice" to handle its account, said J. Whitney King, Canco manager of sales promotion and advertising.

Mr. King said that the switch was not a sudden move, and followed "a personal investigation on my own part." Canco did not invite presentations for the business.

Though Compton had handled the business for several years, Canco and the agency "mutually agreed" to part, because the company felt that a specialized agency would "most logically handle our needs."

Canco's ad budget for 1961 has been set at $250,000. #

Negro Class Magazine Makes March Debut

The *Urbanite*, a class magazine aimed at the metropolitan Negro market, will begin publishing with the March issue. Initial circulation is expected to be 100,000 paid, via newsstand distribution in 26 major urban areas, according to William Santos, editor and publisher. Initial one-time b&w page rate is $1,150 including bleed, with no extra charge for special position. Among advertisers who will appear in the first edition are *Harper's*, Atlantic Records, and the Tea Council.

WQXR Promotes Krieger

Robert L. Krieger, formerly assistant commercial manager of WQXR, New York, has been promoted to the new post of sales manager of the radio station.

Simpson Mayer Weiss

EYE-CATCHING—*Jack Simpson, ad manager, New Jersey Telephone Co.; Robert C. Weiss, ad department manager, Public Service Coordinated Transport; and Don Mayer, vp and Newark manager, Reach, McClinton & Co., agency for both companies, look over the first of 1,500 cards which will appear on buses to boost the Yellow Pages. Colored discs in eyes roll about when the bus moves, giving the poster action.*

Lipton, P&G Buy NBC Shows

Thomas J. Lipton Inc., Hoboken, N.J., has signed to sponsor the second annual "TV Guide Award" hour show to be presented on NBC-TV June 13 at 10 p.m. (EDT). Procter & Gamble again will sponsor the newly-edited repeat presentation of NBC's "How Tall Is a Giant?" March 23 at 7:30 p.m. (EST). P&G backed the first showing of the hour special on the network last June. Lipton's order was placed by Sullivan, Stauffer, Colwell & Bayles; P&G's buy was made through Benton & Bowles.

Hearst Names Schueler

Raymond W. Schueler has been appointed manager of the *Milwaukee Sentinel* office of Hearst Advertising Service. He formerly was account executive for Hearst in Pittsburgh. He succeeds Howard T. Wheat, who will continue in the field of marketing, merchandising and advertising counsel, and will undertake special assignments for the *Sentinel*.

Collova Joins Marvin

Charles J. Collova has joined Marvin & Leonard Advertising, Boston, as an account executive. He was formerly a copy supervisor with D. C. Wolf & Associates.

Winard Adds Smith

Steven Smith has joined Winard Advertising, Pittsfield, Mass., as an account executive. Mr. Smith was formerly a copywriter with Alco Products, Schenectady.

Ruberoid Co. Sets $1,000,000 Drive for Polymerite Tile

NEW YORK, Feb. 28—Ruberoid Co. will spend $1,000,000 in a six-month campaign to introduce its mastic tile division's new Polymerite floor tile coast to coast.

National consumer media used will be *Good Housekeeping* and *Life*. Twelve trade publications are also on the schedule.

Sunday supplements, saturation radio and 24-sheet posters will be used in 17 markets, beginning during the coming weeks in Los Angeles. The saturation effort will then be extended to San Francisco and Oakland, Dallas, Houston, San Antonio, New Orleans, Miami, Atlanta, Baltimore, Washington, Philadelphia, New York, Chicago, St. Louis, Denver, Seattle and Portland.

Trade media are *AIA Journal, Architectural Forum, Architectural Record, Construction Specifier, Floor Covering Weekly, Flooring, House & Home, Journal of Housing, NAHB Journal, Producers Council Technical Bulletin, Progressive Architecture* and *Western Floors*.

Polymerite tile has been successfully tested in the New York area.

Kastor, Hilton, Chesley, Clifford & Atherton is the agency. #

Willmark Drops Polk Suit

Willmark Service System and Willmark Research Corp., New York, market researchers, have withdrawn their motion in federal district court in Chicago for a preliminary injunction against Polk Bros. Chicago retail chain, to prevent Polk from using the Willmark name in radio and tv advertising. Willmark charged that Polk used the Willmark name without authority in connection with advertising for Sealy mattresses.

'McCall's' Names Three

McCall's, New York, has named J. Angus Thurrott, formerly manager of the home furnishings department, manager of the drugs and toiletries department, and Herbert Okrongly, formerly ad manager of Herold Radio & Electronics, appliance promotion manager. Rollin A. Etter, formerly with *The American Weekly*, has joined *McCall's* Chicago sales staff.

GE Names Peet

Jack C. Peet has been named manager of advertising and sales promotion of General Electric Co.'s rectifier components department, Liverpool, N.Y. He formerly was an advertising and sales promotion specialist in GE's semiconductor products department, Syracuse.

THE S.E.P. SHORT COURSE

R.F.D.

Rating Figure Day, the day the TV ratings come out. Also known as Blue Monday, Blue Wednesday, Blue Thursday or Blue Friday. Tuesday is a happy day, because that's when The Saturday Evening Post hits the newsstands.

A.P.X.

Ad Page Exposure – the first and only media measure that gives you a precise rating of ad-page performance. Tells you who sees your ad page and how often. Offers a valid comparison with T.A.X. (Television Advertising Exposure).

For APX-TAX comparison, contact The Saturday Evening Post.

What Leaders Say

It's wonderful to have expressions like these about The Mirror Youth Program, started in 1941:

"You have made a truly constructive step in the right direction."—Gov. Nelson A. Rockefeller

"Your sports and cultural activities have provided most necessary outlets and guidance for our youngsters."—Mayor Robert F. Wagner

"Vitally important in training for responsible citizenship."—Robert Moses

"We will never be able to assess the full value to each boy and girl who participates."—President Charles H. Silver of the New York City Board of Education

And still more wonderful to feel the loyalty of Mirror homes—the cream of the mass market of New York.

Make The Mirror a MUST!

Housewives Best Service Station Men in New Stamp Battle

DENVER, Feb. 28—Colorado housewives out-maneuvered more than 300 service station operators in opposing a legislative proposal that would place an annual tax of $6,000 on trading stamp companies.

The station operators, in uniforms, filled the spectator area of the Colorado house chamber, where committee hearings were being held. They arrived nearly four hours before the hearings were scheduled to begin, hoping to keep the pro-stamp housewives from attending the hearing. (Two years ago, a housewife-influenced senate defeated a similar bill passed by the house.)

The men, however, underestimated the determination of the women. The housewives went right to the floor of the house and streamed to the "hearing" microphones. In sharp tones, they unmistakably let the legislators know that they would be unhappy if the bill was passed.

Backers and opponents both agreed that, if the bill were passed, the special license fee would effectively destroy the stamp business in Colorado.

■ Some of the housewives who grabbed the microphone said that the stamps glued together church and PTA groups and even the family pocketbook.

Rep. John Kane, a druggist, introduced the "tax bill" and a companion bill which would outlaw trading stamps. Other legislative backers of the bill were Rep. Lowell B. Compton, also a druggist, and Sen. Woody Hewett, a retired service station operator.

In the course of the hearing, Rep. Kane charged that trading stamp companies hold controlling interests in steamship lines and scotch whisky companies. He called the trading stamp salesman the "most hated man" that can come into a small business.

Rep. Compton called the trading stamps "intimidation stamps." Sen. Hewett said that service station operators have long been suffering from the stamps. He pointed out that they were already taxed 10¢ a gallon of gasoline in Colorado and had to give trading stamps on this tax as well as on the profitable portion of the collection. He called the operators "the biggest group of involuntary tax collectors in the state."

■ Winston Howard, Denver attorney for Sperry & Hutchinson Co., pointed out that in 1960 stamp companies paid out more than $1,000,000 in employe salaries, had a plant investment of more than $5,000,000, purchased $4,500,000 in Colorado-manufactured merchandise, paid $2,000,000 to transportation companies in Colorado and $300,000 in taxes.

Emmett Heitler, exec vp of Shwayder Bros. Co., Denver luggage manufacturer, called his company the largest manufacturer of luggage in the world and added that 15% of its total business was done with trading stamp companies. He said that if the trading stamp companies were shut down, layoffs at his plant would be inevitable.

The consensus at the end of hearing was that the bill would be reported out of committee and that a floor debate would ensue.

In 1959 the house passed a similar bill, but it was defeated in the senate. ■

Burlingame-Grossman Adds 1

Smith Bros. Fisheries, Port Washington, Wis., marketer of Great Lakes whitefish caviar and other seafood products, has appointed Burlingame-Grossman Advertising, Chicago, as its agency.

Dow, Irish Airlines Back Easter, St. Pat Parades

The textile fibers department of Dow Chemical Co. will sponsor a two-hour telecast of the Easter Parade on Fifth Ave. over WPIX, New York, April 2 at 11:30 A.M. (EST). Dow's acrylic fiber, Zefran, will be featured in its 12 minutes of live commercials. Irish International Airlines will sponsor the station's four-hour telecast of "St. Patrick's Day Parade" March 17 at 12:30 P.M. (EST). Dow's order was placed through Norman, Craig & Kummel, while Irish Airlines' was made by Geyer, Morey, Madden & Ballard.

Lando Adds Two Accounts

Finish Engineering Co., Erie, manufacturer of spray painting machines, has appointed Lando Advertising, Pittsburgh and Erie, to handle its advertising. Lando also has been named to handle advertising for Heatrex Inc., Meadville, Pa., manufacturer of electrical heating elements.

WILX-TV Names Brown

Roy Brown has been appointed national sales manager of WILX-TV, Lansing, Jackson and Battle Creek, Mich. He formerly was local sales representative of the station.

Globe Names Ray Bodine

Globe Ring Co., Brooklyn, designer and manufacturer of gold ring castings, has appointed Ray Bodine Advertising, New York, to handle its advertising.

ORCHIDS FOR HER
AS LOW AS 11¢ EACH
MINIMUM ORDER 100
ORCHAWAII
HQ: 305 7th Ave., N.Y. 1, N.Y. • OR 5-6500
BR: 30 W. Wash., Chi. 2, Ill. • AN 3-6622

Advertising formula for those occasional periods when it's harder to "beat-last-year's-sales".

It's human nature (and that means business nature) to experiment with supplementary advertising media during periods of easy sales growth. It's just as fundamental to concentrate heavily (often exclusively) on tested, sure-fire advertising tools when the going is, temporarily, a little tougher. We think this an appropriate time to remind everyone, everywhere responsible for sales performance that:

1. The Cleveland Ohio market today (as always) is a crackerjack market for retail goods. Its sales are larger than any one of 37 *entire* states.
2. Today (as always) about *half* the families in this area buy three-fourths of all retail goods.
3. And—the Cleveland Plain Dealer is (as always) the newspaper with circulation *concentrated* in areas that *produce* these whopping retail sales.

and, gentlemen, PLAIN DEALER *readers are still reading, reacting, spending!*

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND (CUYAHOGA COUNTY) ($000)	26 ADJACENT COUNTIES ($000)	TOTAL ($000)
Total Retail Sales	$2,347,689	$1,977,224	$4,324,913
Retail Food	581,935	498,319	1,080,254
Retail Drug	92,487	59,441	151,928
Automotive	357,776	368,264	726,040
Gas Stations	144,966	161,669	306,635
Furniture, Hsld. Appliances	121,723	86,025	207,748

(Source, Sales Management Survey of Buying Power, May 10, 1960)

Akron, Canton and Youngstown Counties are not included in above sales

HERE IS THE COMPACT MARKET WITH RETAIL SALES LARGER THAN ANY ONE OF 37 ENTIRE STATES

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network. Eastern Resort Travel Representative: The Kennedy Co., 420 Lexington Ave., N. Y. • 9801 Collins Ave., Miami Beach 54, Fla. *Source: Media Records

Luxury Living
overlooking Lake Michigan
on CHICAGO'S GOLD COAST
Enjoy superlative luxury only five minutes from downtown... steps from famous restaurants and exclusive North Michigan Avenue stores. Superb appointments and friendly service. Rooms, suites and apartments by the day, month or year.
Donald O. Cronin, Mgr.
SUperior 7-8500
LAKE SHORE DRIVE HOTEL
181 E. Lake Shore Drive, Chicago

Denson to 'N. Y. Herald Tribune'

John Denson, editor of *Newsweek* since 1953, has been appointed editor of the *New York Herald Tribune*. Mr. Denson will assume his duties at the newspaper in mid-March. He replaces Robert M. White, who resigned Jan. 16. Formerly with *Collier's*, the Kiplinger publications, *Time*, and *Fortune*, Mr. Denson has also held posts with Columbia Broadcasting System, International News Service, *Chicago Herald-American* and *Chicago Times*, *Washington Post*, *New York World-Telegram*, and *New York World*.

69 TV Stations Sign for New 'Mister Magoo' Series

Sixty-nine television stations have signed for the new "Mister Magoo" series of animated cartoons in the first 60 days of sales by Television Personalities, Burbank, Cal. Sales totaled more than $1,250,000.

Beisswenger Joins Jerrold

Robert H. Beisswenger has joined Jerrold Electronics Corp., Philadelphia, as general sales manager. He formerly was vp and general sales manager of Whitney Blake Co., New Haven.

Admen Don't Create Market, Only Discover It, Editor LeFevre Tells Denver Ad Club

DENVER, Feb. 28—Admen are modern counterparts of Christopher Columbus, because they "discover the market," Robert LeFevre, editor of the *Gazette Telegraph*, Colorado Springs, told members of the Denver Advertising Club last week.

"You do not create desire. You do not build the market. You only discover it," he told the assembled admen.

"Critics of advertising today, as those of the past, are uninformed as to the true place of advertising in the economic cycle," Mr. LeFevre said.

■ He traced the origin of the criticism to Alfred Marshall, a British economist, who wrote in 1880 that persuasive advertising was "evil on its face." His objection was that it causes the buyer to purchase from Seller A rather than from Seller B. Mr. Marshall did not object to purely informative advertising, Mr. LeFevre said.

The editor also warned against impending controls. "The opening gambit," he said, "would likely be a license tax on advertising. This will likely be followed by a 'board of control' and then a tax on each individual ad," he said.

■ Referring to the attacks, based on Mr. Marshall's ideas, the speaker vowed "to drive a stake through the heart of this Dracula." There is no way to draw a line between the persuasive and the informative, he asserted.

He called the contention that advertising dislocated a market a "myth." "People buy only what they want to buy," he said. "Who is a better judge?" He castigated the "geniuses" who would tell others what's good for them. "They cannot control desire. They can only inhibit people." He called this control "dictatorship."

"A slave market wastes lives. Human energy is wasted in the slave state. A free market may waste 'things' but there is an abundance of 'things' in a free market."

■ Mr. LeFevre drew a word picture of a carpenter building a house in America and dropping nails. "He doesn't stop to pick up the nails. In America, there are plenty of nails. In Russia, there must be someone to pick up the nails. There are a great many people but few nails," he said.

"In Russia there are no 'waste makers' . . . there is nothing to waste," he said.

Striking out at critics who deem advertising inflationary, he said: "Inflation is not caused by spending. Inflation is caused by government. The government creates inflation by the amount of money put into circulation. The value of money is not stable. The government controls the value by the amount printed."

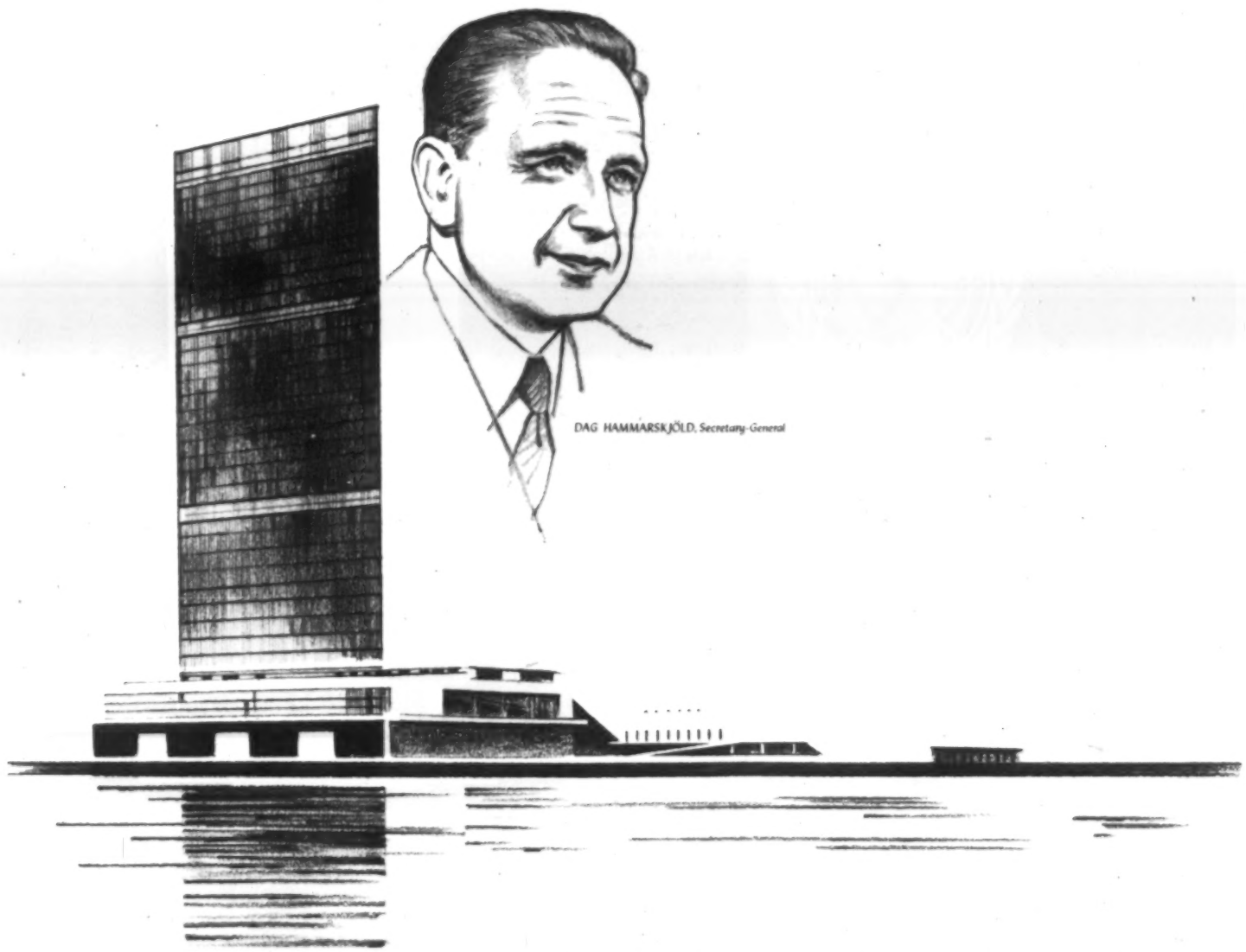
Mr. LeFevre called the agreed price between the buyer and the seller "the right price. The consumer is the king. No one can decide for him. The customer fixes the price." #

Ward to Open New Store

Montgomery Ward & Co., Chicago, will open a new department store in the Harlem-Foster Shopping Center, 11 miles northwest of downtown Chicago, in the spring of 1962. The two-level building will include a 10-car automobile service center, outdoor and seasonal sales areas. The center will also provide paved parking for 1,200 automobiles. It is the second full-line department store announced by Ward for the Chicago area since the start of the company's expansion program three years ago, and will be Ward's ninth retail store in the Chicago area.

Vantel to Sell 25% of Stock

Vantel Broadcasting Co., operator of CHAN-TV, Vancouver, plans to sell 25% of its common stock to two new shareholders: Famous Players Canadian Corp. and Associated Television of Great Britain. A recommendation for the sale will be considered by the Board of Broadcast Governors in Ottawa.



UNITED NATIONS
KWTV
OKLAHOMA CITY
KWTV · OKLAHOMA CITY Represented nationally by Edward Petry & Company, Inc.

THE NEW LOOK IN FARM PAPER PUBLISHING

Nation's Largest State Farm Paper Group Formed

Cleveland, Ohio - January 31, 1961 — The Home State Farm Paper Group, formerly Capper-Harman-Slocum, today acquired the Kansas Farmer and the Missouri Ruralist and all of the stock in The Home State Farm Paper Group, formerly held by Capper Publications, Inc., Topeka, Kansas. The purchase price, undisclosed, was a multi-million-dollar transaction.

The new president, formerly Vice-President and Senior Minority Director of Home State Farm Publications, Inc., is James Milholland, Jr., 39, who has been Editor of Harcourt, Brace and World, Inc., book publishers, New York. Milholland will move immediately to the Home State headquarters in Cleveland.

Milholland is the son of the late Judge James Milholland of Pittsburgh, Pennsylvania, who, with the late George Slocum of Detroit and Arthur Capper of Topeka, Kansas, organized Capper-Harman-Slocum, Inc., in 1928 as publishers of the Ohio Farmer, Pennsylvania Farmer and Michigan Farmer. In February, 1960, the Home State Farm Paper Group acquired control of the Indiana Farmer, the Kentucky Farmer and the Tennessee Farmer and Homemaker. With the acquisition of the Kansas and Missouri farm papers, the Home State Group becomes the largest publisher of state farm periodicals in the United States.

The eight state farm papers are under single ownership, Milholland emphasized, making possible the uniformity and other advantages of a single operating authority. Also the Home State group concentrates solely in the farm publishing field, and is able to offer state farm paper advertisers the greatest possible efficiency and flexibility.

Concurrent with the purchase of all the farm paper interests of Capper Publications, Home State establishes their own national representation immediately in Detroit, Cleveland, Chicago, New York, and the Kansas City area by acquiring the offices and national advertising personnel of Capper Publications who have represented the Home State and Capper State Farm Papers since their inception.

James Milholland, Jr.
President

Thomas D. Harman
Exec. Vice President

Ray T. Kelsey
Vice Pres.-Gen. Mgr.

Edward E. Morris
Vice-Pres.-Controller

Maurice B. Crane
Vice-Pres.-Circulation

Ernest E. Porter
Vice Pres.-Bus. Mgr.

Kenneth H. Constant
Vice Pres.-Advertising

Vital New Look in Farm Paper Advertising, Too

Now you can take the advertising "pay road" to 8 great state farm markets — individually and as a group. Your selling message hits home to farmers with a total spendable income of more than *$11 billion!* Circulation of the 8 Home State Farm Papers totals more than 1 million, with *these exclusive advertising advantages*:

- **FLEXIBLE COMBINATION RATE SAVINGS** — earned on 4 papers up to 8 (as much as $1,382.40 on a b&w page). Any ad, ¼ page or larger, earns a discount when inserted in several papers during any 90-day period.
- **PREPARATION ECONOMY** — one set of reproduction material (no plates for roto or offset papers).
- **SAME PAGE SIZE . . . FREE BLEED.**
- **CHANGE COPY FOR EACH STATE** — no extra charge.
- **R.O.P. FULL COLOR** — you can run glamour and prestige copy at surprisingly low cost. Spot color — no plates. High-Quality Color Printing — faithful reproduction.
- **ONE ORDER, ONE BILL** — does the job for all 8 publications or for any combination.
- STRAIGHT-LINE ADVERTISING services to help localize, focus and sharpen your selling. Exceptional readership and farmer loyalty because exclusive LOCALIZED EDITORIAL is experienced, timely and authentic.
- Ask your Home State representative about a vital new look for your farm paper advertising program.

SALES OFFICES

New York — 342 Madison Ave.
Chicago — 333 N. Michigan Ave.
Cleveland — 418 Leader Bldg.
Philadelphia — 1201 Chestnut St.
Los Angeles — 3142 Wilshire Blvd.
San Francisco — 57 Post St.
Detroit — 1202 David Stot Bldg.
Kansas City — 1627 Main St.
Indianapolis — 300 E. Fall Creek Blvd.
East Lansing, Mich. — 322 Abbott Rd.
Worthington, Ohio — 808 High St.
Middletown, Ky. — P.O. Box 210

Home State Farm Paper Unit

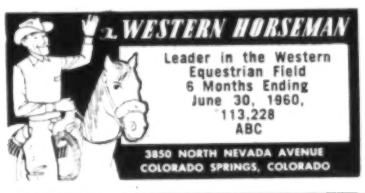
1010 ROCKWELL AVENUE
CLEVELAND 14, OHIO

TOP-THIRD FARM STATES • TOP-OF-THE-SOUTH STATES

KBLI Files $1,350,000 Suit Against NBC, Others

KBLI, operator of KTLE-TV, Pocatello, has filed a $1,350,000 suit against National Broadcasting Corp. and its new tv affiliate, KIFI-TV, Idaho Falls. Named as defendants are NBC, Radio Corp. of America, Idaho Radio Corp., Eastern Idaho Broadcasting Co., and James M. Brady, president of KIFI-TV. KBLI charged that NBC "arbitrarily" transferred its network contract in southeastern Idaho from KTLE-TV last month.

The charge also contended that a conspiracy had been under way by the defendants since "some time in 1959" to destroy KTLE-TV, in violation of the Sherman Antitrust Act.



Calso Plans TV Campaign

Calso Water Co., Menlo Park, Cal., has switched its advertising from spot radio to spot tv, and will run eight-second spots featuring the "Muppets." The spots, produced by M. Belmont Ver Standig Inc., Washington, will run on Bay Area tv stations, and may be used later throughout California. In addition, Calso may enter three new markets—Portland, Seattle and Honolulu—with the campaign. Young & Rubicam, San Francisco, is the agency.

'Shopping News' Adds Zones

The *Shopping News*, published weekly by the *Los Angeles Mirror*, has adopted a new individual-zone rate plan and full-run contract rate schedule. Under the new plan, an advertiser may select one, or any number, of the six zones of the *Shopping News* at an approximate rate of $1.50 per column inch per 100,000 circulation. An advertiser can save up to 18% by contracting for the full circulation for 13, 26 or 52-week periods.

Flavortown Names Malone

Norman Malone Associates, Akron, has been appointed to handle advertising and pr for Flavortown Refreshments, a division of Akron Coca-Cola Bottling Co. The three-year-old division plans to expand its automatic vending operations from its present three-county area into Cuyahoga County (Cleveland) and to other points within a 100-mile radius of Akron. Radio, tv, and newspapers will be used.

Calo Names Pande Ad Head

Calo Pet Food Co., Oakland, Cal., has appointed A. S. Pande advertising manager, succeeding Clayton I. Kentnor, who has resigned. Mr. Pande has been a member of Calo's management administrative staff for six years.

Hartford Theater Men Still Hope to Defeat Pay TV

HARTFORD, March 1—The FCC's formal authorization of the nation's first full-scale tryout of pay-television in Hartford (AA, Feb. 27) has been greeted with reavowed intentions by Connecticut motion picture exhibitors to fight on against this latest potential enemy to box office grosses.

Bernard Menschell, formerly associated with the Skouras Theatres, New York, and now chief executive officer of the Outdoor Theatres Corp., owner of several suburban Hartford drive-in theaters, told AA emphatically that Connecticut theater owners "will continue in opposition" against pay tv here.

While Mr. Menschell wouldn't specify the newest approach aimed against pay-as-you-go commercial tv in Connecticut's capital city, he indicated that the anticipated moves must wait until such time as he and his associates on the Connecticut anti-toll tv committee have fully digested the FCC report.

■ The FCC on Feb. 24 announced it had authorized a three-year trial of pay tv on WHCT-TV (Channel 18), newly purchased by RKO General-owned Hartford Phonevision Co. from the Edward D. Taddei interests (Mr. Taddei resigned as WHCT general manager, effective Feb. 24, saying he would announce future plans shortly). Zenith Radio Corp., Chicago, will provide the necessary decoders for the local project, which is expected to start either late this year or early in 1962.

Mr. Menschell, who maintained that "if this pay tv does go, it will mean the end of 'free' television as we know it now," asserted that the final decision on whether "free" television lasts will have to come from Congress.

He cited, moreover, the "disappointing" experience of the widely-touted pay tv project in suburban Toronto.

■ Any appeal to the FCC decision, he said, would go to the U. S. district court. Whether any resort to the courts will be taken must await pending meetings of the movie exhibition interests in Connecticut, he said.

W. Theodore Pierson, counsel for Hartford Phonevision Co., told AA that if an appeal is taken, the court may be asked to stay the operation until there is a judicial decision. This would bring a delay until the appeal is decided.

The unanimous FCC decision (one member was absent) stressed that the WHCT-TV grant is for trial only and not renewable as a matter of right.

■ Only programming plans thus far released for the anticipated $10,000,000 project, over a three-year span, call for use of recent feature films, special stage presentations and major sports events not normally open to free tv channels.

For the privilege of tuning in on Channel 18's pay system, subscribers will be required to pay per-program charges of from 25¢ to an estimated top of $2.50.

The station will handle about 40 hours a week of selected subscription telecasting, without commercials. The remainder of its time will be devoted to conventional free tv programs. #

Renuzit Names Klein Agency

Renuzit Home Products Co., Philadelphia, has appointed Philip Klein Advertising, Philadelphia, to handle its advertising. Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, is the former agency of record.

Farrahy Joins Ketchum

Thomas J. Farrahy, formerly assistant to the director of advertising of Westinghouse Electric Corp., has joined Ketchum, MacLeod & Grove, Pittsburgh, as an assistant group manager.

Garfield Adds Tuna Products

Tuna Products Corp., Boston, has appointed Garfield Advertising Associates, Detroit, to handle its advertising. E. Sayers Associates, New York, is the former agency of record.

Little Named Ad Manager

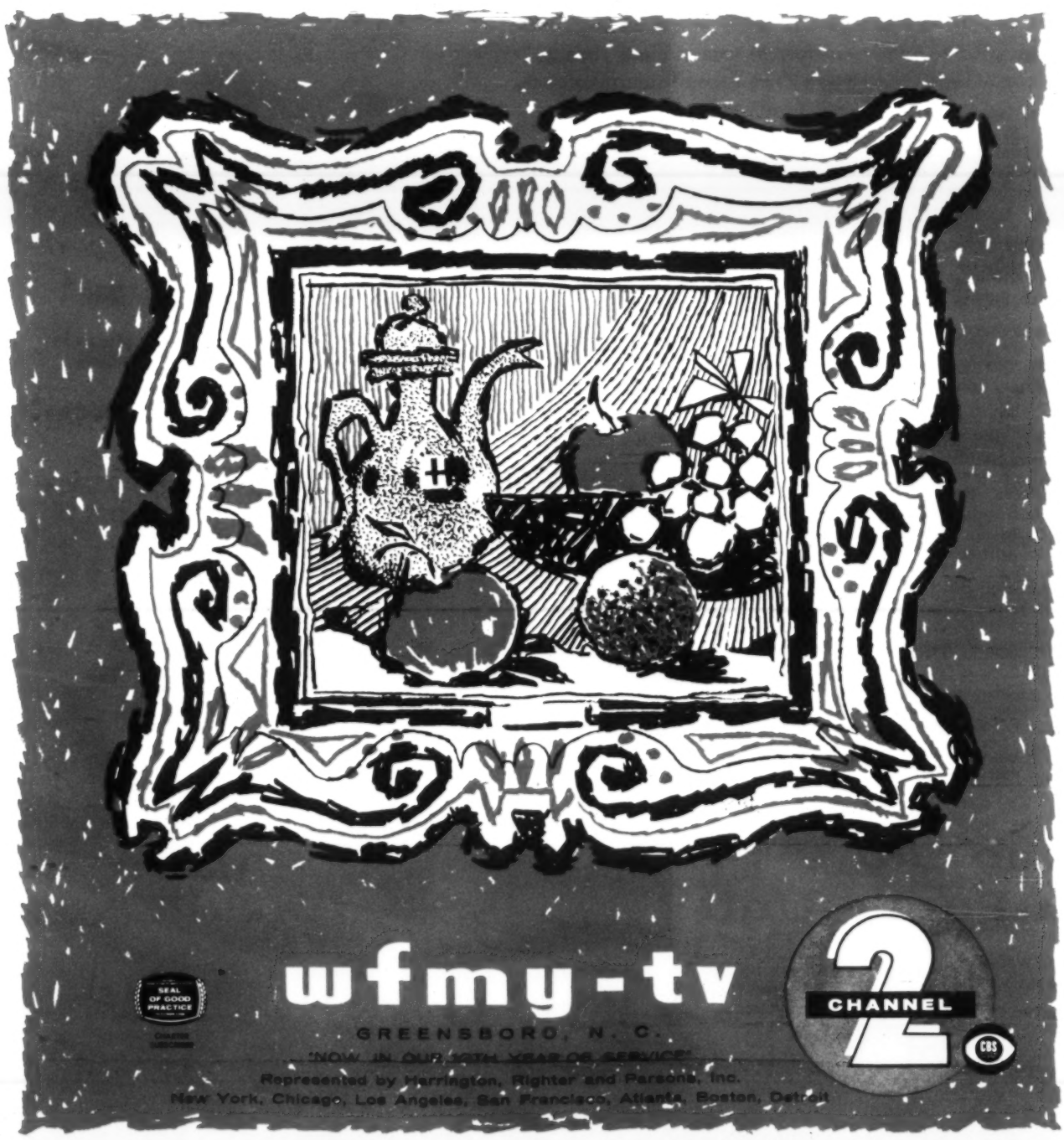
Industrial Filter & Pump Mfg. Co., Cicero, Ill., has appointed Robert G. Little advertising manager and director of public relations. Mr. Little joined Industrial Filter three years ago.

CREATIVITY . . . wfmy-tv creates
sales in the nation's 44th market*

The imagination of the artist, together with his technique and skill, combine to create artistic beauty . . . In the Industrial Piedmont, the popularity and proven dominance of WFMY-TV have combined to create sales for over eleven years.

To successfully sell the nation's 44th market*, include WFMY-TV in your plans. WFMY-TV delivers 2.3 million customers who annually spend $3.2 billion dollars . . . call your H-R-P Representative today.

*Source: Television Magazine, 1960 Data Book


wfmy-tv
GREENSBORO, N. C.
"NOW IN OUR 10TH YEAR OF SERVICE"
Represented by Harrington, Righter and Parsons, Inc.
New York, Chicago, Los Angeles, San Francisco, Atlanta, Boston, Detroit
SEAL OF GOOD PRACTICE
CHANNEL 2
CBS

MODERN RECEPTION—*New offices of Batz-Hodgson-Neuwoehner, in the Farm & Home Bldg., St. Louis, include this modern reception room.*

$2 billion shot you can make blindfolded

Put yourself closer to the sales pin in Georgia's great $2 billion market . . . the Augusta, Columbus, Macon and Savannah trading areas. With a combined daily circulation of 266,213 and Sunday total of 227,653, the Georgia Group papers deliver the coverage and penetration you need and want. And it's one order, one bill, one check . . . and 13% savings on 10,000 lines or more. Call your local Branham man for details.

THE **Georgia Group**

AUGUSTA *Chronicle and Herald* **MACON** *Telegraph and News*
COLUMBUS *Ledger and Enquirer* **SAVANNAH** *News and Press*
Represented nationally by **THE BRANHAM COMPANY**

Make Cleveland Ads Distinctive to Hold Accounts, Panel Says

CLEVELAND, Feb. 28—Cleveland's advertising artists have been challenged to help bring advertising accounts here—and hold them.

"Create a style so memorable that you'll be invited to work in New York—then stay here, with a raise," E. T. (Ted) Morris, of Meldrum & Fewsmith, told the artists.

Mr. Morris, board chairman of the agency, was a panelist at a luncheon of the Cleveland Academy of Advertising Artists, opening the young academy's first exhibition of advertising art and design.

In the discussion, Mr. Morris and other speakers said that while Cleveland is an important advertising center, it will not remain one unless bold leadership is displayed.

■ Home town loyalty alone cannot keep the accounts here, the speakers said over and over. The industry, they said, must create its own markets.

The panelists besides Mr. Morris were Robert Cole, senior vp and Cleveland manager of McCann-Marschalk Co.; Charles Farran, president of Griswold-Eshleman Co.; Kirk C. Tuttle, vp and manager, Fuller & Smith & Ross; and Robert W. Watts, president of Duffy, McClure & Wilder. #

PIB Names New Slate of Officers, Directors

New officers and directors have been elected by Publishers Information Bureau, New York. They are: Gibson McCabe, *Newsweek*, chairman; Bayard E. Sawyer, *Business Week*, president; G. Harry Chamberlaine, Hearst Corp., vp; J. Kennard Bosee, *The New Yorker*, treasurer; W. H. Mullen, Magazine Advertising Bureau of the Magazine Publishers Assn., secretary. New directors are: C. B. Crockett, Harper-Atlantic Sales Inc.; W. P. Rees, Forbes Inc.; and Mr. Bosee and Mr. Chamberlaine.

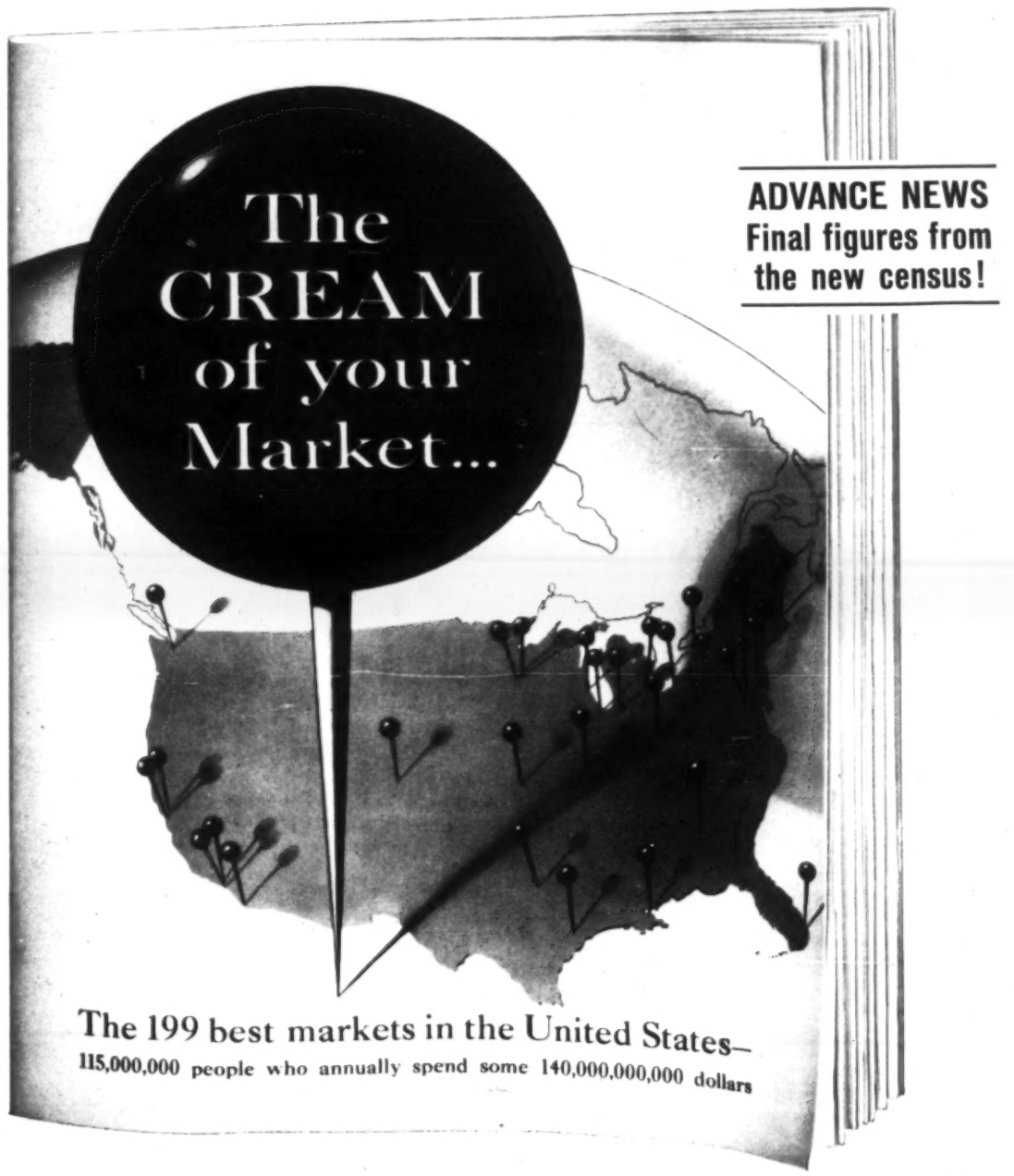
New PIB members are *Together*, published by the Methodist Publishing House, and *Suburbia Today*, a supplement published by Suburbia Publishing Corp.

Boynton Heads MAB Unit

The Magazine Advertising Bureau has appointed James B. Boynton, Fawcett Publications vp and ad director, chairman of its new advertising information subcommittee.

Donald A. Walsh Joins AA

Donald A. Walsh, formerly a vp and account executive with Persons Advertising, New York, has joined the advertising sales staff of ADVERTISING AGE, New York.


The CREAM of your Market...
ADVANCE NEWS
Final figures from the new census!
The 199 best markets in the United States—
115,000,000 people who annually spend some 140,000,000,000 dollars

The Cream of Your Market contains the ***final*** population figures from the new U.S. Census.

This 12-page brochure also gives you: the number of households, latest official retail sales figures and number of retail outlets for the 199 best markets in the U.S., comprising 64% of the population and 69% of retail sales.

Figures for *each United States market over 2,500 population* will soon appear in the Eighth Edition of our famous Population and its Distribution: The United States Markets. This volume of over four hundred pages will be published by McGraw-Hill in early summer. But, the news of America's top markets is too important to wait for. We have printed a limited number of The Cream of Your Market *now*. Order your copy. *Attach the coupon to your company letterhead*, mail it today.

J. WALTER THOMPSON COMPANY
420 LEXINGTON AVENUE
NEW YORK 17, NEW YORK

Your *free* copy of THE CREAM OF YOUR MARKET will be reserved upon receipt of this coupon *attached to your company letterhead.*

NAME

TITLE

STRAIGHT LINE—*British Overseas Airways Corp., in this outdoor ad in western markets, shows schematically how flights cross Eskimoland to get from Los Angeles to London.*

'Country Clubs/Ltd.' Bows

The first issue of *Country Clubs/Ltd.*, a monthly to be sent to 30,000 members of 56 private country clubs in western Pennsylvania, will be published in April. Robert Corrigan and John Richards are publishers, and Ron Walters is ad director. Described as "the publication for the Western Pennsylvania Golf Assn.," the magazine has offices in the Hotel Sherwyn, Pittsburgh. One-time rate for a b&w page is $570.

Langeler-Stevens Adds 2

Madison Books, New York, and Milford Rivet & Machine Co., Milford, Conn., have appointed Langeler-Stevens, Orange, Conn., to handle their advertising. Graceman Advertising, Hartford, is the former agency of record for Milford.

Over 8,000 executives will attend
15th Advertising Essentials & National Sales Aids Show
March 27th, 28th, 29th, 1961
HOTEL BILTMORE, NEW YORK
Write for free guest tickets or space availability to Tom Brown
Advertising Trades Institute
135 E. 39th St., N.Y.C. 16 LE 2-9921

McCauliffe Elected Club Head

Ed McCauliffe of Needham, Louis & Brorby has been elected president of the Chicago Copywriters Club. Other new officers include Hugh Wells, Earle Ludgin & Co., vp; Katherine Keating, N. W. Ayer & Son, secretary; and Bud Pulver, Batten, Barton, Durstine & Osborn, treasurer. The club also has added eight associate vps who will serve as members of a plans board in the manner of an agency's creative plans board.

Blue Dew Sets Bag Push

Blue Dew Corp., Buffalo, has launched a campaign using grocery bag advertising, for its Diaper Pure diaper cleaning preparation in supermarket and drugstore chains. The campaign, which will run through June, features a 25¢ refund offer.

Mautner Adds 3 Accounts

Milwaukee Sprayer Mfg. Co., Milwaukee; Marathon Rubber Products Co., Wausau; and Concord Cheese Co., Fond du Lac, have appointed Mautner Agency, Milwaukee, to handle their advertising.

CHURCHES · SCHOOLS · INSTITUTIONS · SCHOOLS · INSTITUTIONS · CHURCHES · SCHOOLS · INSTITUTIONS

THE PROTESTANT RELIGIOUS MARKET

Comprehensively covered by
CHRISTIANITY TODAY
and offering you:

1. The best church coverage — 180,000 ministers and lay leaders — all primary buying factors. . . . .
2. The best readership — research indicates 81% — far beyond competition. . . . . .
3. The best educational and institutional coverage — reaching both the executives and board members individually. . . . . .
4. The best climate — you share CHRISTIANITY TODAY'S outstanding editorial prestige. . . . . .

Send today for brochure, "The Protestant Church Market" containing pertinent information, plus circulation analysis, rates and data on
CHRISTIANITY TODAY
Washington Building, Washington 5, D.C. DEPT.

BOAC West Coast Drive Tells 11-Hour L.A.-London Flights

SAN FRANCISCO, Feb. 28—A special three-month advertising campaign in western newspapers, magazines and outdoor has been started by British Overseas Airways Corp. to promote BOAC's new non-stop, 11-hour 707 jet flight between Los Angeles and London. The campaign is being handled by the San Francisco office of Victor A. Bennett Co.

This will be the first time BOAC has bought posters in a West Coast market. Showings of saturation intensity are scheduled for Los Angeles and adjacent areas, through Foster & Kleiser. These will be followed by rotating painted bulletins at selected locations in both Los Angeles and San Francisco.

Magazine advertising of the new service began with a spread of the February issue of *Sunset Magazine*. Western editions of *Holiday*, *Newsweek*, *Sports Illustrated* and *Time* also will be included.

■ Los Angeles newspapers being used are the *Examiner*, *Times* and *Herald Express*, with an insertion schedule ranging from page units to 1,350 and 500-line ads.

Supporting schedules will run in the *Beverly Hills Citizen*, *San Diego Union*, *Long Beach Independent Press Telegram*, *San Francisco Examiner* and *Chronicle*, and the *Oakland Tribune*. #

BK&M Gets Paper Package

Burke, Kuipers & Mahoney, New York, has been named to represent a Piedmont package of seven evening newspapers in the Carolinas, on a one-bill basis. Four of the papers were formerly represented by BK&M, and three are new. These are: the *Hickory Record*, formerly with Theis & Simpson; the *Statesville Record & Landmark*, formerly with Inland Newspaper Representatives; and the *Kannapolis Independent*, formerly with Johnson, Kent, Gavin & Sinding.

Pavia Moves Offices

Pavia Agency, San Francisco, has moved to new offices at 821 Market St. An expanded art and photography department will be under the direction of Patricia and Al Cunningham.

The Elkhart Truth
Elkhart, Ind.
Announces A DISCOUNT PLAN
for national advertisers who want a
PROSPEROUS MARKET
$7,778 CSI Per Household
Discounts of 3% to 18% on annual basis
10 to 50 insertions, 300 lines to full page
Full details to be announced soon
THE ELKHART TRUTH
Represented by
Johnson, Kent, Gavin & Sinding, Inc.

SINGULAR PLURAL—*Reynolds Metals Co., Richmond, Va., will use color spreads like this in the April 22 Business Week and the April Fortune as this first in its 1961 "management campaign" on aluminum's versatility. Clinton E. Frank Inc., Chicago, is the agency.*

Information for Advertisers

"Publisher Services to Students & Teachers," a survey of magazine publishers' aids to students and teachers, has been published by **Magazine Publishers Assn.** Additional information about the survey may be obtained from the Magazine Publishers Assn., 444 Madison Ave., New York 22.

• "Sally's Selling Primer," a 66-page booklet on the fundamentals of retail salesmanship, has been published by the business book division of **Fairchild Publications.** The 66-page booklet provides a training and selling tool on which a store may base its sales training programs and also serves as a constant reference for salespeople. Priced at $1.95 each, copies may be obtained from the Business Book Division, Fairchild Publications, 7 E. 12th St., New York 3.

• **Better Homes & Gardens** has published the results of a 15-city housing market research study among current and prospective home owners. The report, "The Consumer's Side of the Story," gives the attitudes and preferences of consumers toward home structure types; texture; windows; exterior styling, and individuality. *BH&G* conducted the study in cooperation with Stanley Edge Associates, Washington, and local builders. Free copies are available from the promotion department, *Better Homes & Gardens*, Des Moines 3, Ia. An additional 20 consumer forums are scheduled for 1961.

• "Grocery Distribution Analysis & Guide," 1961 edition, analyzing grocery distribution in each of the top 150 sales management metropolitan areas, has been published by **Metro Market Studies.** It includes information on which groups are the important factors to be sold in each market, the number of stores in the area, location of the buying offices, number of stores in the unit, and the wholesale supplier, if the account is not a direct buyer. Priced at $60 per copy, with a ten-day free examination period, the analysis may be obtained from Metro Market Studies, 300 Pelham Rd., New Rochelle, N. Y.

• A 186-page "1961 Food & Grocery Trade Directory" of the Philadelphia area has been published by the **Philadelphia Bulletin.** The directory lists chains and supermarkets, retailer-owned cooperatives, voluntary groups, wholesalers, frozen food wholesalers, drug rack jobbers serving the grocery trade, manufacturers' offices in the Philadelphia area, food brokers, manufacturers represented by local food brokers and officers of various food associations, and hotel, restaurant and institution supply houses. Copies may be obtained from Harry Keller, National Advertising Manager, *Philadelphia Bulletin*, Philadelphia.

• **Advertising Federation of America** has published an essay, "How the FTC Works," by Earl W. Kintner, immediate past chairman of the Federal Trade Commission. It is the second in a monthly series written by advertising authorities to be distributed to consumers, schools and legislators. Copies are available from the AFA Bureau of Education & Research, 655 Madison Ave., New York 21. #

Transamerica Names F&S&R for Corporate Ad Program

Transamerica Corp., San Francisco, has appointed Fuller & Smith & Ross, San Francisco, to handle a corporate ad program to be launched late in March. Half-page and two-thirds page b&w ads will run in *Business Week*, *Forbes*, *Fortune* and *U. S. News & World Report*. The *New York Journal of Commerce* and *Wall Street Journal* will carry 280-line ads.

Six ads have been scheduled in Canada in *Financial Post* and *Saturday Night*. The campaign will promote various subsidiaries of the holding company and a new corporate symbol.

Kircher, Helton Names Stump

Kircher, Helton & Collett, Dayton, has appointed Hugh J. Stump manager of its new marketing services division. The new division will offer promotion and merchandising programs to sales and marketing management of both industrial and consumer companies. Prior to joining the agency, Mr. Stump was with E. F. MacDonald Co., Chicago.

'New England Homestead' Sold

Clifford M. Hall, publisher of *National Grange Monthly*, Springfield, Mass., has purchased control of the 106-year-old *New England Homestead*, Springfield. Mr. Hall purchased two-thirds of the stock from Mrs. James G. Watson, widow of James Gray Watson, late editor, and E. Russell Williams, vp and advertising manager.

American Hydraulics to Brady

American Hydraulics Co., West Allis, Wis., marketer of jacks and other automotive service equipment through jobbers, chains and rubber companies, has appointed Brady Co., Milwaukee and Appleton, to handle its advertising.

Massachusetts Outdoor Industry Fights Legislation

BOSTON, Feb. 28—Six Massachusetts house bills aimed at curbing outdoor advertising were vigorously opposed by industry spokesmen and others at a public hearing last week.

Thomas P. Callaghan, legislative counsel for the Massachusetts Outdoor Advertising Council, said the anti-sign bills could "bankrupt motels, hotels and drive-in restaurants."

He pointed out that there have been only six complaints made against the total of 6,000 off-premise signs owned by individual businesses in the state.

Two of the bills, seeking an outdoor advertising ban along limited-access highways, also drew the disapproval of George C. Tsumpouras, associate state public works commissioner. In the long run, he said, the bills would cost Massachusetts "more than any federal bonus so far suggested for regulating signs along state highways."

■ James T. Bleiler, chairman of the Outdoor Advertising Board, said that if a federal grant were approved, it would total only $560,000 in Massachusetts.

Mr. Bleiler also opposed two house bills which would put outdoor signs under local control. Most objectionable roadside signs, he said, already are under local control.

He said his agency has helped cut the number of outdoor posters in the state from 18,000 to 9,000. #

Denver Adclub Honors Lucille Kinney, Lee Fondren

The Denver Advertising Club, Denver, has named Lee Fondren advertising man of the year and Lucille Kinney advertising woman of the year. Mr. Fondren, station manager and sales director of KLZ, Denver, is vp of the Advertising Federation of America and an immediate past governor of the ninth district of AFA.

Mrs. Kinney, of Advertising Distributor's Service, presently is on the board of directors of the Denver adclub. Mrs. Kinney, upon the death of her husband last year, took over the operation of their mutually conducted business and recently expanded its service on an international basis.

American Dairy Assn. Offers Cook Book in Campaign

American Dairy Assn., Chicago, will highlight a three-month campaign for evaporated milk with an offer of a 32-page booklet, "Bride's Guide to Cooking for Two," for 25¢. Two-color half-page ads will run in *Co-ed* in May, *Redbook* in May and June and *True Story*, May, June and July.

Shelf talkers, with tear-off coupons, will be made available to evaporated milk manufacturers and grocers. Campbell-Mithun, Chicago, is the agency.

Winston-Salem Names Two

Charles W. Brunt, formerly general manager of Winston-Salem Broadcasting Co.'s radio station, WTOB, Winston-Salem, N.C., has been appointed general manager of the company's Birmingham, Ala., radio station, WSGN. He replaces Ben McKinnon, who has been named station manager of KTHT, Houston. L. G. Jones has been promoted from sales manager to station manager of WTOB, assuming Mr. Brunt's former duties.

Buddy L Names Agency

Advertising Associates, New York, has been named to handle advertising for Buddy L Corp., East Moline, Ill., maker of Buddy L toys.

Montana Court Rules 1947 Fair Trade Act Unconstitutional

The Montana supreme court has ruled that the 1947 Montana fair trade act is unconstitutional. The high court dissolved a Great Falls trials court permanent injunction stopping Skaggs Drug Center from selling Prestone anti-freeze below what had been a fair trade price.

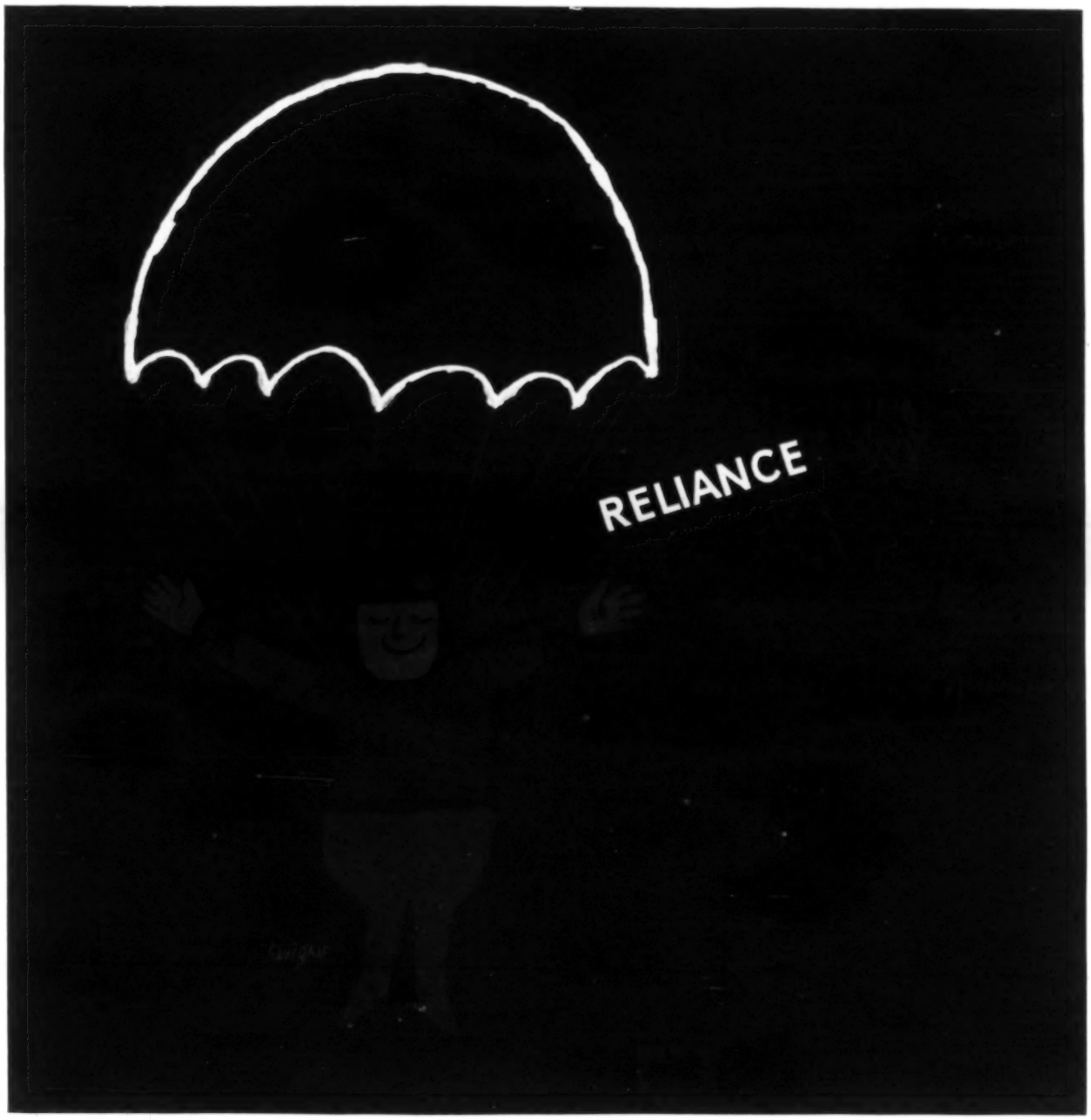
Wheelwright Joins Kent

Thomas P. Wheelwright, formerly vp and administrative assistant to the president of Advertising Counselors of Arizona, has been named an account executive of Kent & Hollaender Advertising, Phoenix.

Hodges Joins Altman

Robert L. Hodges has joined J. H. Altman & Co. Advertising, Detroit, as an account executive. Mr. Hodges was formerly a commercial representative of Storer Broadcasting Corp.

Sell the entire Greater St. Louis market through the unduplicated circulation of...
5 KEY EVENING NEWSPAPERS...
• St. Louis Post-Dispatch
• East St. Louis Journal
• Quincy Herald-Whig
• Alton Evening Telegraph
• Southern Illinoisan
(Carbondale, Herrin, Murphysboro)
For further information about the St. Louis and Illinois Interurbia Market . . . write, wire, or call the advertising manager of any of the newspapers in the group.
ST. LOUIS AND ILLINOIS INTERURBIA MARKET GROUP



The reliance that the people of Philadelphia have in The Evening and Sunday Bulletin is the result of years of living together and understanding each other.

The editorial integrity and independence of this newspaper meet the standard set by the fair-minded people who read it. The Bulletin and the people of Philadelphia speak the same language.

What does this mean to advertisers? It means that, in the growing seven billion dollar Greater Philadelphia market, your sales message in The Evening and Sunday Bulletin enjoys a unique and extra "bonus" . . .

You buy belief when you buy The Bulletin!

THE PHILADELPHIA BULLETIN A member of MILLION MARKET NEWSPAPERS, INC. Advertising Offices: New York 17, 529 Fifth Ave.; Chicago 1, 333 N. Michigan Blvd.; Detroit 2, New Center Bldg.; Los Angeles 5, 3540 Wilshire Blvd.; San Francisco 4, 111 Sutter St.

IN PHILADELPHIA NEARLY EVERYBODY READS THE BULLETIN

ABC Appoints Bagley; Names Cochran, Proctor to Radio

Bob Bagley, formerly an independent tv producer, has been named manager of advertising and promotion of the western division of American Broadcasting Co., New York. He succeeds Elliott Alexander, who resigned to join Desilu Productions. ABC Radio has named William H. Cochran, formerly station clearance sales service assistant on the West Coast, to the new post of West Coast representative in the network's stations department, and David S. Proctor, previously an account service representative in the station clearance department, to the new post of manager of station clearance.

"Any display will increase your sales But the right one will multiply them"
VANDERPOOL Displays
A complete promotional service in all mediums — cardboard, plastic, etc.
122 S. MICHIGAN AVE. CHICAGO 3, ILL.
HArrison 7-8442

Hicks McDermott Naegele Jenkins

OPENING—*Present at the opening of Naegele Outdoor Advertising Companies' eastern sales office at 717 Fifth Ave., New York, were T. E. Hicks, marketing vp, Lever Bros.; Tom McDermott, vp, N. W. Ayer & Son; and Robert O. Naegele, president, and Burr Jenkins, eastern sales manager, Naegele.*

Ward William Names Two

Ward William & Co., Union, N.J., has named Lee D. Johnson, formerly with Sullivan, Stauffer, Colwell & Bayles, senior copywriter and Jean H. Rooney, formerly ad manager of Electronic Associates, an account executive.

Philip Morris Launches Push

Philip Morris, New York, is launching its first campaign to the farm market for Marlboro cigarets. Six b&w pages have been scheduled in *Farm Journal*, beginning with the March issue and running through November (skipping April, August and October). The soft pack will be promoted in the drive, Marlboro's first appearance in *Farm Journal*. Leo Burnett Co., Chicago, is the agency.

Finn & Evans Adds Yager

Yager Drug Co., Baltimore, has appointed Finn & Evans Advertising, Baltimore, to handle advertising for its Yager's liniment. Rogers & Collins, Baltimore, is the previous agency of record.

Burlington Truck to Reincke

Burlington Truck Lines, Chicago, has appointed Reincke, Meyer & Finn, Chicago, as its agency. The trucking company, a subsidiary of Burlington Railroad, formerly was a direct advertiser.

Coming Conventions

*Indicates first listing in this column.

March 12-17. Associated Business Publications, management seminar, Arden House, Harriman, N. Y.

March 15-18. The Assn. of National Advertisers, annual West Coast meeting, Santa Barbara Biltmore, Santa Barbara, Cal.

March 16-21. National Federation of Advertising Agencies, annual management conference, Sahara Hotel, Las Vegas, Nev.

March 22. Assn. of National Advertisers workshop on shows & exhibits, Hotel Plaza, New York.

March 26-30. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

April 6-7. Advertising Federation of America, 1st District Convention, Providence, R. I.

April 7-8. Southwest Assn. of Advertising Agencies, annual convention, Marriott Motor Hotel, Dallas.

April 10-15. National Assn. of Transportation Advertising, 19th annual convention, Gasparilla Inn, Boca Grande, Fla.

April 11. Premium Advertising Assn. of America conference, in conjunction with the National Premium Buyers Exposition, Navy Pier, Chicago.

April 13-15. Advertising Federation of America, 4th District convention, Dupont Plaza Hotel, Miami, Fla.

April 16-19. Association of National Advertisers, spring meeting, Hotel Sheraton Park, Washington, D. C.

April 17. National Society of Art Directors, annual meeting, Sheraton Towers Hotel, Chicago.

April 17-20. International Advertising Assn., Waldorf-Astoria Hotel, New York.

April 20-22. American Assn. of Advertising Agencies, annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 21-22. Advertising Federation of America, 9th District convention, Savery Hotel, Des Moines, Ia.

April 24-27. American Newspaper Publishers Assn., Waldorf-Astoria Hotel, New York.

April 25-27. Sales Promotion Executives Assn., fourth annual conference, Benjamin Franklin Hotel, Philadelphia.

April 28-30. Alpha Delta Sigma, professional advertising fraternity, national convention, University of Minnesota, Minneapolis-St. Paul.

May 1-3. Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-6. Western States Advertising Agencies Assn., 11th annual conference, Shelter Inn, San Diego, Cal.

May 4-6. Associated Business Publications, spring meeting, The Homestead, Hot Springs, Va.

May 7-10. National Assn. of Broadcasters, annual convention, Sheraton Park and Shoreham Hotels, Washington, D. C.

May 8-9. Direct Mail Advertising Assn., West Coast conference, Statler Hotel, Los Angeles.

May 14-17. National Sales Executives, annual convention, San Francisco.

May 21-24. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

May 25-28. Federation of Canadian Advertising and Sales Clubs, 14th annual conference, Ottawa, Ont.

May 27-31. Advertising Federation of America, 57th annual convention, Park Sheraton Hotel, Washington, D. C.

June 11-14. Assn. of Industrial Advertisers, annual conference and exposition, Statler Hilton, Boston.

June 12-14. Poster Advertising Assn. of Canada, Chantecler Hotel, Ste. Adele, P.Q., Canada.

June 19-21. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

June 21-24. Trans-America Advertising Agency Network, annual meeting, Sheraton-Plaza Hotel, Boston.

June 25-29. Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

*June 25-29. National Advertising Agency Network, annual management conference, Broadmoor Hotel, Colorado Springs.

June 25-29. American Academy of Advertising, annual meeting, University of Washington, Seattle.

July 9-12. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Aug. 18-19. Newspaper Advertising Executives Assn. of the Carolinas, summer meeting, Grove Park Inn, Asheville, N. C.

Oct. 6-9. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

Oct. 10-13. Direct Mail Advertising Assn., 44th annual convention, Statler-Hilton Hotel, New York City.

Oct. 16-17. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 23-27. Outdoor Advertising Assn. of America, Diplomat Hotel, Hollywood-By-The-Sea, Fla.

Three Named at Toronto

K. E. Burt, A. J. MacIntyre, and D. Bruhn have been named to the Toronto account group of McKim Advertising. Mr. Burt, formerly account supervisor with Walsh Advertising, has been named a senior account executive. Mr. MacIntyre and Mr. Bruhn, both previously with Young & Rubicam, Toronto, have been appointed assistant account executives.

"Well, we decided one thing, anyhow: we include Huntington-Charleston and WSAZ-TV."

MORE AND MORE sales and advertising managers are putting the HUNTINGTON-CHARLESTON market on their must-buy lists. Reasoning: This *Dynamic Circle* pulls together 72 counties in 4 states, an area of concentrated industrial might in the heart of the "American Ruhr" region of the great Ohio Valley. The two million industrious people who live here earn $4 billion in annual payrolls. WSAZ-TV is the only *single* advertising medium that covers the nearly 500,000 TV homes in the area. For this market was *created* by WSAZ-TV's power and programming. Your Katz Agency man will be glad to tell you more.

WSAZ-TV
HUNTINGTON • CHARLESTON

CHANNEL 3 NBC

Safeway Retail Units Will Plan Own In-Store Ads

(Continued from Page 1)
lates only to the production and use of point of sale material for Safeway brand products.

During the experiment, the duration of which will depend in large measure on results, those of the nine advertising agencies currently involved with Safeway which have concentrated their work on in-store display or promotion materials "may very well suffer a loss if the retail division decides to abandon such materials."

It was pointed out that Robert A. Magowen, president of Safeway, had long ago made clear his position that it was uneconomical and unwise for Safeway private brands to attempt to compete on a mass coverage advertising basis with national brands in local situations.

Prior to this week, Safeway's six supply divisions enjoyed freedom of choice of ad agencies to assist them in developing point of sale materials. Mr. Mitchell's memorandum shifted the responsibility for production of such materials to the 25 retail divisions.

■ Agencies involved with the Safeway operations are Cappel, Pera & Reid, Orinda; and Hoefer, Dieterich & Brown; Weiner & Gossage; J. Walter Thompson Co.; Harris, Harlan, Wood; Cosby & Cooper; Fred Cherry Co.; and Erwin Wasey, Ruthrauff & Ryan, all of San Francisco. Also involved are the Los Angeles office of EWRR and J. J. Gibbons Ltd., Vancouver.

The San Francisco office of Thompson, in addition to participating in Safeway's central advertising program, has been involved recently in the preparation of two point of sale campaigns. The agency will thus lose the two specialized projects but will continue in the general advertising efforts of Safeway. #

Check Performance of Broadcasters via Audits, ANA Urges

(Continued from Page 1)
prohibitive to viewing by the sponsor.

"For proof of performance, advertisers have relied on an honor system. Broadcasters are paid on the basis of certificates of performance by networks and sworn affidavits from local stations. Of course, this system is not predicated on pure faith, for the networks have taken great pains in establishing controls within the framework of their accounting systems.

"A report prepared under the auspices of the ANA advertising budget control committee in 1958 described network procedures employed to insure the integrity of performance certifications. In the final analysis it was concluded that 'all three networks maintain meticulous procedures to determine and account for any program or commercial interruptions and to allow for appropriate credits. These procedures and appropriate accounting forms are well established and standardized. Moreover, the separation of functions such as order and billing, payment, traffic and sales service, afford sound internal control.'

■ "Reassuring as these findings may be, we are still faced with the fact that the seller is checking and verifying his own performance. Relying on the seller's word generally is not an accepted accounting practice."

The report noted that print ad bills are paid after verification of the actual appearance of an ad. Though BAR provides audio checks only from tapes and doesn't always show tv failures, the report suggested that in the absence of a positive tv identification of performance, the monitoring reports can serve as a satisfactory performance auditor.

About 28 agencies have used this monitoring service to see if they are getting just what they ordered for their clients on tv, to check multiple spotting and product conflicts, and to ferret out other discrepancies.

Comments from typical users indicate that the monitoring has helped. From Agency B: "We find the greatest value of the checking procedure in the fact that it prevents problems as frequently as it solves them." And from Agency C: "As would be expected, the existence of an adequate control system tends to minimize the occurrence of irregularities." #

FOR TONING—*Shulton Inc. is launching Tecnique Color-Tone. On the schedule are about a dozen magazines and a list of Sunday supplements, running through June. Benton & Bowles handles Tecnique.*

Minute Maid to Put $1,000,000 in Bow of 2 Brands

(Continued from Page 1)
Maid agency.

Dairy-Pure orange juice is the brand new product and marks the entry of the country's largest citrus producer into the ready-to-serve orange juice derby. The product will be available here within 48 hours after the oranges are squeezed at the company's Leesburg, Fla., processing plant.

Juice will be shipped in refrigerated tank trucks to a new packaging plant in Jersey City, where it will be transferred into plastic-coated wax-free quart cartons.

The cartons are made by Sealright Co. and "minimize" leakage problems. More important, Minute Maid said, it will have the only fresh orange juice in a wax-free carton.

■ "A major shortcoming of ordinary chilled juice containers has been the tendency of the wax coating to flake [resulting] in many consumer complaints and, in some instances, loss of sales."

The second product, Miracle Patent fresh-frozen orange juice, has been available in dozens of other markets for several months, where it is reported to have had "substantial sales increases" over the old Minute Maid frozen juice. It differs from the juice because of a patented concentrating process which is said to retain virtually all flavor and aroma of natural juice. #

Last Minute News Flashes

Narragansett Gets Option to Buy G. Krueger Brewing

PROVIDENCE, March 3—Narragansett Brewing Co. has obtained an option to buy G. Krueger Brewing Co., Newark, and also exclusive rights to brew and distribute the Krueger brands, effective May 1 "or sooner." Exclusively a New England distributor now, Narragansett plans to strengthen its position in New York, New Jersey, Pennsylvania and in the Southeast, to Florida. R. F. Haffenreffer III, chairman and president of Narragansett, said, "We are presently talking about advertising plans," but added that no agency changes are contemplated. Narragansett's agency is Doherty, Clifford, Steers & Shenfield; Krueger's is Ellington & Co.

JWT Promotes 7 VPs, Drops 100-Plus Staffers

NEW YORK, March 3—Seven vps have been promoted to senior vp at J. Walter Thompson Co. "to fill out the management team with Norman H. Strouse, president." The new senior vps: Wallace Elton, chairman of the N. Y. operations committee; Dan Seymour, tv director; Kennett Hinks, of the executive committee; Howard Kohl, secretary; Edward G. Wilson, treasurer; William D. Laurie Jr., Detroit manager; and Arthur Farlow, vice-chairman of the Chicago operations committee. George Reeves, Chicago manager, was reelected exec vp. JWT confirmed reports circulating here that "between 100 and 125" employes have been sliced recently from the payroll or "given opportunity to make their own moves." The cutback was attributed to loss of the $13,000,000 Shell Oil business, effective last Dec. 1, and of the $4,000,000 Boyle-Midway billings last summer.

Trans-Texas Airways Moves to EWRR

HOUSTON, March 3—Trans-Texas Airways has switched its advertising account, which bills more than $400,000, to Erwin Wasey, Ruthrauff & Ryan. Rogers & Smith, Dallas, is the former agency.

Canadian Mail Rates Headed Up; Other Late News

• **Higher postal rates to Canada,** to be announced here and in Ottawa March 15, were being awaited by the publishing industry this week. The new magazine and newspaper rates will be part of a broad agreement designed to improve U. S.-Canadian relations; the U. S. reportedly is raising rates in an effort to allay Canadian concern over the flow of U. S. publications into Canada. Pending the announcement, the agreement terms are a closely guarded secret; the Postmaster General can by law boost rates to about double their present levels. The "convention" setting new rates was signed in Canada Jan. 12 and in Washington Jan. 13. It was accepted by President Eisenhower as one of his last official acts. A transition period is provided to let publishers adjust to the new rates.

• **Hugh Munce** has joined J. Walter Thompson Co.'s Detroit office as a media supervisor on the Ford account. He came from Sawyer-Ferguson-Walker Co., and formerly worked for Grant Advertising; MacManus, John & Adams; and Pontiac division.

• **Chrysler** has revived the Chrysler Highlander, complete with MacDuff tartan woolen interior. The Newport series car went into production the first week of March and will be available in mid-March as a four-door hardtop or sedan.

• **Sponsor Publications** has bought *U.S. Radio & U.S. FM* from Arnold Alpert Publications. An exchange of stock as well as cash was involved. Mr. Alpert will be vp and assistant publisher of *Sponsor*. Norman R. Glenn, editor and publisher of *Sponsor*, said both magazines will continue to be published as monthlies and their present staffs will remain intact.

• **Edward C. Denaple,** exec vp of Prince & Co., Detroit and New York, for the past 20 years, has been elected president of the agency. He succeeds Fred A. Prince Sr., who becomes board chairman. Mr. Denaple will remain in the agency's New York office.

• **Showerfold Door Corp.,** Chicago, a subsidiary of Kinkead Industries, has appointed Peitscher, Janda/Associates, Chicago, as its agency. Showerfold, which makes bathtubs and shower enclosures, formerly was handled by Howell & Young Advertising, Royal Oak, Mich.

• **National Assn. of Broadcasters** tv code officials, hoping to avoid the kind of complaints against tv sell for toys lodged last Christmas, have set forth interim guidelines for copy. Stockton Helffrich, head of the New York code office, recommended: Elimination of false demonstrations that mislead as to size and performance capabilities of the toy; shunning of "only" and "just" when referring to an item that costs more than a few dollars; and avoidance of high pressure, every-child-should-have-one appeals for high-price toys.

Charles H. Felt has joined MacManus, John & Adams, Bloomfield Hills, as associate creative director. He formerly was copy director and director of the planning group of Campbell-Ewald.

• **McCall Corp.,** New York, has reported sales and earnings for the year ended Dec. 31. Net sales and other income in 1960 rose to $89,957,849 from $74,708,006, a 20% increase; 1960 net income was $1,377,903, compared with $1,253,423 in 1959.

• **Colgate-Palmolive Co.,** New York, is expected to announce top executive changes following a board of directors meeting March 9. Among them may be the appointment of William T. Miller, now head of the household products division, to succeed Ralph Hart as head of Colgate-Palmolive Co. International. If so, Robert W. Young Jr., vp and director of marketing for the division, most likely would succeed Mr. Miller.

• **Robert Grosvener Ely Jr.,** formerly assistant ad manager of Northam Warren Corp., Stamford, Conn., has been promoted to advertising manager. Mr. Ely succeeds Richard E. Marsh, who resigned last summer (AA, Aug. 1, '60) and now is with Erwin Wasey, Ruthrauff & Ryan in New York.

• **John S. (Bud) Fullerton,** formerly an account executive at N. W. Ayer & Son, has opened his own agency, J. S. Fullerton Inc., at 235 E. 45th St., New York.

• **Robert Hall Clothes,** New York, has cited rising time and talent costs as reasons for cutting its tv spot lineup from 140 to 40 stations. At the same time, the company is increasing its use of spot radio from 200 to 350 stations, while maintaining its present schedule of some 250 newspapers. Arkwright Advertising Co. is the agency.

Mills Hits FTC's Enforcement by 'Happenstance'

(Continued from Page 1)
Eisenhower to complete the term vacated by Edward Tait. Although Mr. Mills was able to take office on an interim appointment, the Senate failed to act on his nomination, and President Kennedy has appointed Philip Elman, a career Justice Department attorney, in his place.

■ Without a top unit to determine the most promising allocation of effort, FTC's entry into a certain industry or area "too often has been by happenstance," Mr. Mills observed. With a planning unit, he said, it could concentrate on industries or areas "where the economic impact of its action would most help the national economy."

Mr. Mills was also critical of FTC's preoccupation with numbers. He said that is one way of implying that the commission is providing aggressive law enforcement. "Of even greater importance," he commented, "is that major business evils be assessed from the standpoint of their impact on the public welfare, and that the most harmful and substantial abuses be challenged first, regardless of how much or how little they will contribute to the statistical box score."

■ He strongly endorsed FTC's "dual approach" of (1) offering "a helping hand" to businesses which try to understand the law and (2) reserving "the prosecutive paddle" for the "minority of recalcitrants."

"The transgressions of a first and minor offender could certainly be treated with less formality than those of the seasoned and unrepenting violator of the law," he commented. "Voluntary compliance, where obtainable, is a far less costly, and more comprehensive, solution than formal litigation."

■ Mr. Mill's parting message opposed suggestions by Presidential Advisor James M. Landis that FTC take over duties of the Food & Drug Administration, while withdrawing from the anti-trust field. He said FTC "is neither legislatively designed nor scientifically equipped" to handle anything other than advertising in highly technical fields. On the other hand, he said, FTC is able to accomplish results in the anti-monopoly field that would not be possible if the work were centered only in the Department of Justice. #

Knomark Buys 'Life,' TV Shows, Spots for Touch of Magic Push

NEW YORK, March 1—Knomark Inc. has launched the largest single campaign for any of its Esquire shoe care products, with the first commercials running Feb. 28 for the new Touch of Magic line.

Two network tv programs, "Wagon Train" and "Alfred Hitchcock Presents," have been bought for the kick-off campaign, the first commercials breaking on the Hitchcock show.

In addition, a series of two-color pages is scheduled for *Life*, starting in April. A concentrated spot tv drive will be a feature of the spring campaign. Other members of the Esquire polish family also will be featured on the network shows. #

DuPont Puts 1% of $40,000,000 Ad Fund Into Effectiveness Study, ABP Told

(Continued from Page 3)

problems in chemistry. "We believe that, in the past, studies of advertising effectiveness have often been done by people with a great deal of insight and experience in advertising, but without the necessary proficiency in the use of scientific methodology.

"This could very well have retarded the development of theories of how advertising works—theories which are necessary if we wish to predict the profit effects of advertising—the ultimate goal."

■ Behind Du Pont's approach are two philosophies about ad research:

First, the belief that the approach should be long-range.

"At the present time, there are few truly adequate methods of advertising research," Mr. Pechin said. "In chemical research we know, for instance, that an average of nine years is required between an idea and commercial production of a material."

Second, the company believes that research is fundamentally an aid to the decision-making process, "a way of minimizing the area of uncertainty," he said.

■ Mr. Pechin spelled out three examples of projects currently being carried out:

• The first covered tv ratings. The widely used systems, though giving valuable information, he said, did not tell Du Pont all it wished to know.

"To learn more, we have worked with Dr. John Dollard, of Yale, in developing a method of measuring the effectiveness of our television commercials, with the purpose of developing principles of television advertising.

"From his findings we know, for example, that during a Du Pont television 'Show of the Month' how many different verified viewers saw and heard one or more of the commercials."

This information, he added, "which is available from no other source," plus other studies, supplied the company with data which are helping remove much of the guesswork and improve the effectiveness of Du Pont programs.

• For the second project, a consumer product (which he declined to identify) was chosen to help Du Pont develop "a general theory of the process that underlies the relationship between consumer advertising and consumer sales response."

He said the product was chosen because it was a readily identifiable consumer product; the market was well defined and mature; and the major competition was well known.

The company analyzed a six-year record of ad expenditures and sales results. The analysis was divided into a study of "the retention of last year's customers" and the retention of customers from competing brands.

"In this study of brand switching, we considered such factors as availability or distribution; the degree of dealer support; consumer demand; and the amount of advertising put into the market by Du Pont and competitors."

The company chose nine areas in the U.S. where it could "precisely and systematically manipulate and control" the advertising, and where sales results were carefully measured. In some areas advertising was held at its normal level; in others it was increased up to 225%.

Results were checked in 1960 by interviewing 20,000 customers in these areas.

• A third project was a start on a study of the sales effect of industrial advertising. The study was estimated to take six years, and would involve nine Du Pont products. Some of the answers Du Pont wanted to know were:

1. What are the sales effects of industrial advertising?
2. What other effects does it have?
3. How long do these effects last?
4. Are some products over-advertised and some under-advertised?

"In this study we again plan to vary the advertising to see what happens to sales," Mr. Pechin said.

■ Gilbert M. Miller, a Du Pont division manager, said that in 1960 the company advertised in 520 business papers, featuring 1,200 different products and product lines.

He said it was estimated that 500 callers a month pass through its reception rooms, and about half of them probably are publication representatives. He added that although Du Pont relies heavily on the advice of its agencies, "We are never too busy to learn, and we get a good deal in the course of this exchange with you men."

He said that the biggest single mistake most publication representatives make, in his experience, is that they "usually give competitive information about the publication before they know if we are interested in the market.

"I don't really care if your publication is in the first or second or third place in the market—until I get a budget," he said. "Let's stop talking circulation, trends, competition, position. Talk about my product in your market."

Some of the "don'ts" he listed were: Don't circumvent the ad manager and try to sell direct to top management; don't play the ad manager against the agency or media representatives; don't make calls just for the record.

Some of the "do's": Keep the advertiser informed about opportunities created by new stock, editorial matter, and so on. Tell him about special marketing data not generally available. Tell him about responses to outstanding ads.

■ John Koch, northeastern district manager of *American Machinist/Metal Working Manufacturing*, made a big noise for "impact" selling (accompanied by blank shots from a pistol). "Castro, Khrushchev, Jimmy Hoffa, the late lamented Lumumba notwithstanding, we are going to be publishing our magazines for a good many years, and we are going to need tough, aggressive salesmen to get the advertising," he said.

Mr. Koch said that the "impact" idea (a heavy concentration in a few publications) is "strictly a go-for-broke proposition. You're a hero if you make it, a bum if you fail.

"When the advertiser buys strong schedules in the important books and nothing for the cats and dogs, he is saying: 'I'm encouraging you to be a better book,' and to the rest: 'You've got to pull yourselves up'."

■ Russell T. Sanford, market research director of *Modern Hospital*, said, "The next step in our research is competitive research, so that we can sit down with a publisher and tell him what he ought to do."

■ John Emery, district manager of *Chemical Engineering*, who presided at the sales session, provided a footnote to the discussion. Endorsing Mr. Sanford's call for "competitive research," he said: "We do a lot of research as space representatives, but just because we have an ax to grind, our research is discounted."

■ Perry Prentice, publisher and editor of *House & Home*, led an afternoon session that took "a searching look at business reading."

Lamar Fearing, exec vp of International Paper, said he was sick of advertising on tv. "It's nauseous, but they'll do better. Television has its place," he said.

He spoke highly of his company's campaign, themed "Send me a man who reads," run in 17 publications since last June. Agency for the IPC campaign is Ogilvy, Benson & Mather.

However, agency head David Ogilvy soon came in for a few sling shots from Whit Hobbs, vp and associate copy director of Batten, Barton, Durstine & Osborn.

■ "I have chosen for my text a quotation from the book of David. Last name, Ogilvy. Recently I ran across an article in [of all places] a trade book in which David Ogilvy is quoted as saying that he has no great hopes that the quality of business paper advertising will improve."

Mr. Ogilvy, he said, was wrong. The quality of business paper ads had improved, he said. BBDO produced more than 25,000 pages of trade advertising last year. "On one account alone BBDO produces three complete trade ads every working hour of every working day."

■ Edward Gudeman Jr., Under Secretary of Commerce, main speaker of the day, urged business publications to help stimulate "the small and medium-size businesses to explore the opportunities for exporting their products."

■ Sam Chase, editorial director of *Billboard Music Week*, supervised roundtables devoted to ethical standards for editors. Moderators were Lester R. Bittle, *Factory;* John Campbell, *Materials in Design Engineering;* John Crichton, Advertising Age; Ben Gordon, *Chain Store Age;* Jack McDermott, *Crockery & Glass Journal;* James R. Phelan, *Bakers Weekly;* Robert M. Smith, Geyer-McAllister Publications; Walter F. Wagner Jr., *House & Home;* and Albert W. Wilson, *Pulp & Paper.* #

'Reader's Digest' Names Two

Richard W. Cavell, formerly Detroit manager of *Popular Mechanics*, has joined the Detroit office of *Reader's Digest*. Burton H. Boersma, formerly Chicago sales manager of *Better Homes & Gardens*, has joined *Reader's Digest's* Chicago sales staff.

FIRST OF 13—*This spread in Business Week March 18 will start a series of 13 facing four-color and two-color ads scheduled by Automatic Canteen Co. of America, Chicago. The ad features Automatic Canteen's food and vending machines as an aid in "in-plant feeding problems." Buchen Advertising, Chicago, is the agency.*

'Life' TV Special Marks 25th Birthday

New York, March 3—*Life*, whose 25th anniversary comes up next November, jumped the gun by eight months last night with a 90-minute show on NBC-TV that featured everybody from President Kennedy to Mary Martin and Bob Hope.

But *Life* was chary today about talking costs of the celebration. From other sources, it was estimated that the tv special cost something like $400,000. Nor would *Life* tell how much it paid for the flights of radio and tv spots and direct mail it put out to promote the video venture.

It wasn't saying, either, what the tab was for playing host to some 7,000 political, civic and business bigwigs who were invited to hotel ballrooms in 17 cities for private viewings, via closed-circuit, of the birthday telecast.

■ President Kennedy, whose appearance closed the show, emphasized that Americans must get a new understanding of the world through mass communications. "The great organizations of communications in this country," he said, "have an obligation and a responsibility unequaled in our national life and basic to our national future." #

SALUTE—*Polk Bros., Chicago's giant discount retailer, saluted Life on its 25th anniversary with a four-page color ad in the March 2 Chicago Tribune. This is the first page. Box in left-hand corner lists Life-advertised brands sold by Polk.*

Quednau Boosts Thomas

Frank Thomas has been appointed manager of the Miami office of Henry Quednau Inc. He joined the agency two years ago as copywriter and account executive.

New Ad Council Campaign Wins Hodges' Approval

Washington, March 2—Commerce Secretary Luther Hodges today gave his blessing to the Advertising Council's new "Confidence in a growing America" campaign, but added a suggestion that business men "get on the ball."

Patterned after similar drives which the council sponsored during the 1954 and 1958 recessions, the new campaign emphasizes the factors working toward long run abundance in this country. The Secretary said the council's optimism is justified, but that some real problems have to be solved.

After putting in a plug for the Kennedy administration's legislative program, he said, "as a selling man, I think one of our chief needs is for business to get on the ball."

■ This is a theme which the Secretary has sounded several times this week. During testimony before a House committee last Friday, he said retail sales might be increased by as much as 25% if retailers would train their help to sell, and to be courteous. At a press conference the other day he complained, "Try to go anywhere where things are being sold and you will find they are not doing a half-job in this country."

At the Advertising Council preview press conference for the confidence campaign today, Alton Ketchum, vp of McCann-Erickson, task force agency, said the council recognizes that there are some dislocations in the economy. He said the campaign will put a floor under despair, and that "confidence will beget action and achievement."

Departing from his prepared remarks, Secretary Hodges observed that he was glad the council's representatives were "willing to say honestly, in front of the press," that there is a recession.

■ He returned to this point after a news man asked how the council's optimism squares with the administration's effort to create a sense of urgency. "That's a good question," the Secretary volunteered. "Some of us would have preferred to have an opening ad in this series listing some of the things that need to be done, so that we could have more confidence in the future."

The council's president, Theodore Repplier, explained that the council is already addressing itself to the immediate problems in its campaign for "national goals."

The new confidence campaign is to be a continuing effort in magazines, radio-tv, car cards and three-sheet posters, with a booklet offered for free distribution.

ANTI-SLUMP—*This is one of the anti-recession ads created by McCann-Erickson for the Advertising Council.*

AD WEEK IN CHICAGO—*Frank M. Baker, vp, Grant, Schwenck & Baker, and president, Chicago Federated Advertising Club, assists three ad secretaries with poster proclaiming Advertising Week in Chicago, Feb. 26-March 4. The secretaries are (left to right) Mrs. Nora Marquerite, JWT; Judy Walker, CBS; Mrs. Rita McDermott, JWT.*

National Advertiser Is 'Stepchild,' Treated Badly by Dailies, NAEA Told

(*Continued from Page 10*)

papers' prevailing selling methods.

"A 1957 budget in 1960 will buy 12% less coverage in tv, 15% less in magazines, and 17% less in newspapers. Total newspaper circulation during the period increased only 4%, while households rose 5%," he said, adding that newspapers alone have failed to stay ahead in this respect.

He said that C-I-D plans are promising, but still lack uniformity and flexibility. There is a tendency to raise rates when C-I-D is put into effect, he noted.

■ Mr. Lunn's point about newspapers "selling against each other" was hammered home by Mr. Pitzer, who said that newspapers need to know more about other media in their own markets. They should sell the "believability of newspaper advertising," he said, pointing out that "it is mounting higher in inverse ratio to tv advertising's lack of believability."

A bright note was injected into the gathering by Jack Kauffman, bureau vp, who said that "newspapers are in a period of resurgence," and that "the upward trend is going to continue."

Mr. Kauffman said that the bureau presently is spending 75% of its time and money in target selling tailored to individual prospects. #

Metalcraft Names Neville

Howard Metalcraft, Emmaus, Pa., manufacturer of litter baskets, has appointed Neville & Ronald, Philadelphia, to handle its advertising.

WFLI Names Radio TV Reps

WFLI, a new radio station in Chattanooga, Tenn., has appointed Radio TV Representatives its national representative.

Professional advice for those in personnel and industrial relations

by Marg Sammons
(Advertising Age) and
Robert Newcomb

EMPLOYEE COMMUNICATIONS IN ACTION

"The book, essentially a series of related case studies, shows conclusively that proper communication with employees is a sensible businesslike way . . . management looking for directives will certainly find them here."—S. R. BERNSTEIN, Editorial Director, *Advertising Age*

$5.75 *at all bookstores*

HARPER & BROTHERS, N.Y. 16

Outdoor Controls Hurt Retailers Most: OAAA to Kennedy

(*Continued from Page 10*)

were allowed to express their opinion in Oregon, they rejected billboard controls by nearly two-to-one. The measure was defeated in every county of the state."

■ Turning to the last paragraph in President Kennedy's statement, in which the President stated: "Should this measure still prove to be insufficient, it may be necessary to adopt more direct means of control. . . ," Mr. O'Mealia asked, "Does this mean the federal government is prepared to force the states to act in this area through measures contrary to the Constitution of the U.S.? All in all, we're shocked at the attempts to eliminate the advertising which permits so many small businesses to exist—at a time when 'full employment' seems to be one of our national goals." #

Henderson Names McIntyre Exec VP, Walker VP

Henderson Advertising Agency, Greenville, S.C., has elected Fred C. Walker a vp and has promoted Howard K. McIntyre to exec vp. Mr. Walker joined the agency in 1955 as account executive and was later named account supervisor. In 1960 he was elected to the board of directors and was appointed assistant secretary of the company. Mr. McIntyre joined Henderson in 1952 as vp and secretary.

WTRF-TV STORY BOARD

T. R. Effic!

THE SPEEDING CAR hit a shoulder and turned over four times. As the chasing patrolman eased the driver from the wreckage, he asked, "Have you been drinking?" The driver stared at him and with disgust answered, "Hell, yes, I've been drinking. What the hell do you think I am . . . a stunt driver?"

Wheeling wtrf-tv

PROFESSOR: "If I talk too long it's because I forgot my watch and there's no clock on the wall."
STUDENT: "There's a calendar behind you!"

wtrf-tv Wheeling

NEEDHAM SMITH confides that girls' dresses have gotten so short that he wonders what designers will be up to next.

Wheeling wtrf-tv

WE SELL IMPORTANCE . . . it's the most important service we can offer you. From Wheeling, WTRF-TV dominates the Wheeling-Steubenville Market audience and we have figures to prove it. Ask George P. Hollingbery to tell all.

wtrf-tv Wheeling

THE SON INTRODUCED the new deacon to his father, who was slightly deaf and a staunch Republican. "Pa," said the son, "here's our new deacon." "New Dealer?" echoed Pa. "No, new deacon," repeated the son and added, "He's a son of a bishop." That pleased Pa and he agreed happily, "They all are!"

Wheeling wtrf-tv

SALES RESULTS make WTRF-TV a primary TV buy . . . and we offer alert advertisers a bonus Merchandising Plan for a sales-boosting extra. Retail outlets? 7,500 of 'em!

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

MEET THE WOMAN IN THE TEAM AT THE TOP!

"In an 1100-room hotel as busy as ours, an efficient personal secretary becomes an invaluable part of our management team," says Bernard Bralove, Executive Vice President of the Shoreham Hotel and Motor Inn, Washington, D. C. According to Mr. Bralove, his own secretary, Mrs. Jessie B. Hummer, "handles many important details, and her recommendations help determine our choice of office supplies and equipment." To sell the team at the top, make sure you sell the secretary as well as her boss. An executive secretary has a great deal of influence, for instance, in the choice of office equipment and supplies. No wonder that during 1960, 168 companies advertised in TODAY'S SECRETARY, the secretary's own magazine—and the only ABC-audited publication in the secretarial field. Your advertising in TODAY'S SECRETARY will be seen by 151,000 paying subscribers, plus 345,000 additional pass-along readers every month. For more information, phone or write for Fact File on TODAY'S SECRETARY and the influential secretarial market.

ABC AUDITED PAID CIRCULATION

TODAY'S SECRETARY

...the magazine that sells the secretary—sells the boss

A GREGG-McGRAW-HILL PUBLICATION • 330 WEST 42ND STREET, NEW YORK • LONGACRE 4-3000

Billings Reported by More Agencies Here and Abroad

The following agency billings reports were received by ADVERTISING AGE too late to be included in last week's Agency Billings issue:

AUSTRALIA

Aldwych Advertising, Melbourne, billed $4,160,000 in 1960, of which $560,000 represented capitalized fees. Comparable figures for 1959 were $3,570,000 and $470,000. During the year the agency added Holeproof Ltd.; no accounts were dropped. Newspapers took 47% of billings, magazines 5%, radio 10%, television 15%, outdoor 3%, business publications 1%, farm publications 7% and point of sale 12%. The agency has 126 employes in three offices and looks for a volume gain of 10% to 15% in 1961.

O'Brien Publicity, Canberra, billed $3,375,000 in 1960, compared with $2,810,000 in 1959. The agency had a good new business year, adding Alfred Grant (real estate), John Shorter (Royal Doulton ware), Sports Marine Ltd., Crosse & Blackwell and the Electrical Development Assn. of Victoria. The L. J. Hooker account was dropped because of a conflict. Newspapers took 35% of billings, magazines 11%, supplements 6%, radio 3%, television 28%, outdoor 1%, transit advertising 1%, point of sale 13% and other media 2%. The agency has 120 employes in five offices and looks for a 25% billings gain in 1961.

AUSTRIA

Johann G. Gratzer-Gesellschaft fur Wirtschaftswerbung, Vienna, billed $1,411,000 in 1960, of which $241,000 represented capitalized fees. Comparable figures for 1959 were $1,172,500 and $200,000. During the year the agency added Colgate, Maidenform and Kunert; it dropped the Rei account. Billings breakdown: 55% print, 45% radio-tv. The agency has 60 employes in five offices and expects 1961 volume to rise 20%.

BELGIUM

Publi-Synthese & R. L. Dupuy, Brussels, billed $1,200,000 in 1960, compared with $1,100,000 in 1959. During the year the agency added Skoda cars, Boch porcelain, Gero dinnerware and Chantre brandy. No major accounts were lost. Newspapers took 20% of billings, magazines 25%, radio 5%, outdoor 30%, business papers 5%, point of sale 10% and direct mail 5%. The agency has 60 employes and looks for a 15% volume increase in 1961.

Vanypeco S. A., Brussels, billed $2,400,000 in 1960, compared with $2,126,647 in 1959. The agency added Blanche-Leysen (men's and women's clothing) and Handelsgold cigars during the year. It has 110 employes in three offices and forecasts a 10% volume gain for 1961.

BRAZIL

Companhia de Incremento de Negocios (CIN), Sao Paulo, billed $1,429,523 in 1960, of which $402,974 represented capitalized fees. Comparable figures for 1959 were $609,788 and $18,808. CIN, which now ranks as one of Brazil's largest agencies, did not lose any accounts during the year while adding four: Condoroil de Tintas (subsidiary of IT&T), Standard Electric, E. R. Squibb and Mead Johnson. Newspapers took 37% of billings, magazines 20%, radio 18%, television 16%, outdoor 2%, business publications 1%, point of sale 1% and other media 5%. The agency has 83 employes in five offices and looks for another 100% gain in 1961.

WYMAN REVERSED BILLINGS FIGURES

SAN FRANCISCO, March 1—The billings of Wyman Co. were incorrectly reported in AA, Feb. 27.

Because of an error in filling out the questionnaire, the 1960 and 1959 figures were reversed. Wyman Co. actually billed $1,400,000 in 1960, compared with $1,000,000 in 1959, according to H. Jack Wyman, president.

NBC to Extend KRON-TV Affiliation: Lawsuit Is Continued

SAN FRANCISCO, March 1—The present affiliation between NBC and KRON-TV, owned by the *San Francisco Chronicle*, will continue for at least 90 days and possibly for another two years.

James B. Schnake, KRON attorney, has filed an affidavit with the U.S. court of appeals here declaring that NBC "has offered KRON-TV a two-year extension of the current affiliation contract."

NBC, however, will be allowed to cancel the extension on 90 days' notice instead of the six months required in the contract which expires June 30.

"KRON is prepared to accept the offer," Mr. Schnake said, "and contracts for the shorter cancelation period are now being prepared."

Despite this action, there appeared to be no end to the KRON civil anti-trust suit filed to block NBC from purchasing KTVU, Oakland, as its Bay Area outlet.

■ This suit contends that NBC and other defendants are "conspiring" to eliminate competition within the tv industry. Mr. Schnake said KRON will continue with this litigation, and NBC spokesmen added that the network will not change its plans or its offer to buy KTVU.

The court of appeals has agreed to consider a KRON petition for a writ of mandamus to force Federal District Judge George B. Harris to proceed with trial of the suit. #

BofA, Chicago Newspapers Present New Retailer Study

The four Chicago newspapers—*American, Daily News, Sun-Times* and *Tribune*—were co-hosts Feb. 28 to a group of Chicago retailers for a presentation of a new Bureau of Advertising study. The study, titled "Retailers, Newspapers and Consumers—50 Years of Progress," briefly traced the history of retailing in America, and then gave facts and figures on Chicago's men and women and their retail buying habits.

Much of the material on the Chicago market was worked up for BofA by the four Chicago dailies. The presentation had been premiered at the 1961 convention of the National Retail Merchants Assn. in Chicago.

Curran Named Promotion Head of ABC Radio Stations

Don B. Curran, formerly sales promotion manager of KTVI, St. Louis, has been named to the newly created post of director of publicity and promotion for the owned stations of ABC Radio, New York.

Don B. Curran

Mr. Curran was elected 1st vp of the Broadcasters Promotion Assn. in November (AA, Nov. 21).

GOA Moves in Detroit

The Detroit national sales office of General Outdoor Advertising Co. has moved to 1606 Fisher Bldg.

Corvairs Helped Boost Chevy Sales in '60: Johnson

DETROIT, Feb. 28—Although Chevrolet did well with a small automobile in 1960, it did not do so at the expense of the regular car line. This was the result of a marketing decision that had to be made, N. J. Johnson, assistant general sales manager of Chevrolet division of General Motors, told the Detroit chapter of the American Marketing Assn., last week. He thinks the small car market is about to level off.

Marketing studies or estimates on Corvairs, in tune with the engineering preparations to produce the cars, had gone back to the early '50s when Chevrolet first began to examine the potentials of the small car field and estimate possible demands, said Mr. Johnson.

■ "Emphasis on economy led to one major decision," he said. "We would not bring out the Corvair on an adjunct or side-line basis. We would give it a full dress announcement and advertise and promote it accordingly. The sales management decision was to devote at least two-thirds of our car advertising emphasis to our regular line, however, and to point our Corvair advertising toward the special market for which it was designed.

"Another decision was whether the introduction of a small car into our dealership operation would offer too great a problem from the standpoint of management, facilities and personnel. A survey of the field showed Chevrolet dealers were more than willing to take the necessary action to step up to the job of handling a new product. Our general sales management had long recognized the importance of a strong dealer organization, and the Corvair represented not only a new sales opportunity but a new profit opportunity."

■ In this respect, the decision to keep the car within the Chevrolet organization proved a wise one, as dealers later found the Corvair proved the best showroom traffic builder in its history. A curious public came to see the new car, even though the greater majority remained to buy the full-size Chevrolets in the end. This reaction had a definite part in the high sales totals achieved by Chevrolet as a whole in 1960, when it regained first place from Ford by a comfortable margin, Mr. Johnson said.

"In the field of promotion we had a tremendous job to do," he said. "We look upon our promotional job as being primarily a retail responsibility of organizing and training our own and the dealers' sales forces. First we had the job of informing our salesmen on the many radically new features of the Corvair; next we had what you may call a psychological assignment. You may recall that for many months our nearest competitor had been actively at work on a campaign to offset the advantages of our new product. The rear end engine and many other innovations needed to be explained and dramatically told to our own organization and to our retail salesmen."

■ Mr. Johnson does not think the automobile industry was slow in furnishing its customers with a smaller and less expensive car.

■ "In Chevrolet," he said, "we had three series of cars from 1954 to 1959. Through the mid-'50s our lowest priced series accounted for only 10% of total production, a clear indication the mass market was well above our low-price line. However, in 1958 this figure rose to 17.7% and in 1959 it was around 25%. Thus our own experience showed a greater emphasis was being placed on economy by a large segment of the car buying public."

This indication, coupled with the increase of sales of small foreign cars, had been sensed by the industry for some time, and it was ready to introduce the compacts in 1960, which proved to be just about perfect timing. The foreign car market has since receded. Chevrolet had been engineering its entry, the Corvair, since 1956, Mr. Johnson said, and its first studies of small cars went back as early as 1952.

■ "We did not believe our small cars, or all small American cars, would eliminate foreign car competition," he went on, "but we proved in 1960 that an entirely new concept of the American small car could enable us to hold our share of what has been our price class market and make substantial inroads on the price market occupied by foreign competition. It is interesting to note that the two foreign cars which in 1960 represented well over 50% of all the foreign cars sold in the U.S. were rear-engined cars." #

Keystone Names Howard

Keystone Business Controls, New York, distributor of Speed-o-Print copiers, has named Lloyd S. Howard Associates, New York, as its agency.

"A word for dog owners who don't feed nutritious Nutrena . . ."

"A dog's needs are simple . . ."

"Dogs of America! If your grocer doesn't stock Nutrena . . . Take action!"

"Buy some!"

DOGGY DOG—*Nutrena Dog Food is testing these four eight-second tv announcements in Minneapolis and Kansas City this spring. John W. Forney Inc. created the series and Studio One produced it.*

Fred Evans, 72, Retired Exec of NOAB, Is Dead

NEW YORK, Feb. 28—Fred J. Evans, 72, who retired in 1955 as vp and manager of the New York regional office of National Outdoor Advertising Bureau, died Feb. 18. Mr. Evans joined Bradstreet Commercial Agency, Duluth, in 1910. In 1913 he became manager of field service and supply of the Poster Advertising Assn. He joined NOAB in 1923 as manager of its poster contract and service department. He was named a vp and manager in New York in 1945. His brother, J. B. Evans, who for many years operated outdoor advertising plants in Michigan and New York, is among survivors.

WALLACE F. PATTEN

MILWAUKEE, Feb. 28—Wallace F. Patten, 66, founder and publisher of *Exclusively Yours* magazine, died Feb. 24 from cancer at his home. Mr. Patten was in the advertising business all of his working life. He was manager of the *Milwaukee Sentinel's* advertising department in the late '20s and then joined the advertising staff of a Detroit newspaper. He subsequently returned here, and started the *Thirty Minute Review*, a shopper's guide, in 1932. After it was discontinued in 1947, he founded *Exclusively Yours*.

LAYTON L. NORTHRUP

NEW YORK, Feb. 28—Layton L. Northrup, 69, retired manager of the Philadelphia office of *McCall's*, died Feb. 11 of pneumonia following an operation. He joined the publication in 1925 in Chicago and later became manager of its Detroit office. In 1952 Mr. Northrup was named Philadelphia manager; he retired Oct. 1, 1958.

GEORGE W. FUERST

MENLO PARK, CAL., Feb. 28—George W. Fuerst, 48, former general manager of KNBC, San Francisco radio station, died Feb. 18 while undergoing heart surgery at Rochester, Minn.

WILLIAM E. KENNEDY

NEW HAVEN, Feb. 28—William E. Kennedy, 74, retired exec vp of Anaconda Sales Co., New York, died Feb. 26 in St. Joseph's Hospital. He joined Anaconda when he was 16 and retired about two years ago.

PAUL C. GUMERSON

DETROIT, March 1—Paul C. Gumerson, 64, manager of the schedule department of Campbell-Ewald Co., an employe of the agency for nearly 35 years, died Feb. 28 in Henry Ford Hospital after two months' illness. He was a member of the Adcraft Club of Detroit. An enthusiastic amateur singer, he sang in the Campbell-Ewald choir.

ADAM FOSTER SMITH

TORONTO, Feb. 28—Adam Foster Smith, president of R. C. Smith & Sons, one of Toronto's oldest agencies, died Feb. 20 at his home. Early in his career, he was advertising manager of Office Specialty Co., Newmarket. He joined the agency founded by his father, the late R. C. Smith, in 1915, and became its president in 1948. He was twice president of the Canadian Advertising Agencies Assn. and one of the founders and first secretary of the original Toronto Advertising Club in 1911.

Diller to Merchandisers Inc.

Kendrick Welles Diller, formerly vp of Royal Crown Beverage Co., Newark bottler, has joined Merchandisers Inc., Newark agency, as exec vp.

SALUTE—*Old Forester bourbon salutes Chicago in the March issue of Town & Country, which is devoted to an editorial report on the city. The Old Forester ad is on the inside of the gate-fold cover of the magazine. Erwin Wasey, Ruthrauff & Ryan, Chicago, is the agency for Brown-Forman Distillers Corp., Louisville.*

FCC Probes Payola on San Francisco Radio Stations

SAN FRANCISCO, Feb. 28—The hint of another outbreak of the payola scandal has been disclosed here by the action of Federal Communications Commission field investigators in checking four Bay Area radio stations, two here and two in Oakland, for any evidence of "pay off practices" among their disc jockeys.

The FCC agents, George Curtis and William Hunter, have been interviewing disc jockeys and management officials of KYA and KSAN, San Francisco, and KDIA and KEWB in Oakland.

"We've been searching," they said, "for any indications that might point to payoffs by recording companies and record distributors for plugging of discs on the air, as well as whether or not any of the employes of the stations hold any sizable financial interests in the record industry."

■ The investigation resulted partly from rumors in the East of a resumption of payola and partly because the San Francisco area has boomed into a top position of record sales and activities.

Top executives of all four stations denied the existence of any payola activity.

Les Stein, program manager of KYA and himself a disc jockey on that station, declared, "We maintain a very strict control over records and no record can be played over KYA without my personal approval. And I listen to them all. We are not doing anything wrong."

■ Don Patterson, manager and a co-owner of KSAN, asserted that all of his disc jockeys "sign a notarized statement at each payroll period that they are not taking any money and have not. These records have been shown to the FCC investigators."

Walt Conway, manager of KDIA, added that affidavits were sworn to by his station personnel declaring that they held no outside interests in companies in the record business.

Milt Klein, manager at KEWB, reiterated the contentions of the other station executives that "nothing wrong is going on." #

Keller Joins Botsford

Jerry Keller has joined Botsford, Constantine & Gardner, San Francisco, as account executive on the Japan Air Lines account, succeeding Norman Steen who has moved to Tokyo as account coordinator for the agency. Mr. Keller was formerly on the promotion staff of California Packing Corp., San Francisco.

Cott Beverage to Market Soft Drinks in Glass Cans

NEW HAVEN, March 1—Cott Beverage Corp. and its wholly-owned subsidiaries, Mission of California and Big Giant Cola, have begun marketing soft drinks in glass cans on a nationwide basis.

Albert Cott, exec vp, said that disposable "glass cans" have proved easy to stock and have successfully combatted inroads made by canned drinks.

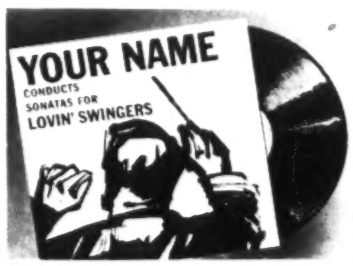
Cott and Mission products will be marketed in handy wrap-around units containing six 12-oz. non-returnable glass cans. Big Giant Cola will be marketed in 16-oz. disposable containers.

■ "Glass cans have been popular in the West and Midwest," Mr. Cott says, "and they are expected to achieve an overwhelming consumer acceptance on the East Coast."

The design of glass cans makes them easy to handle and saves retailers space for storage. A wide selection of Cott and Mission of California flavors will be available in the new-type containers. #

American Dairy Sets Push

American Dairy Assn., Chicago, will run 74 ads in 13 different trade magazines from March through October. Half-page b&w ads will appear in *American Milk Review, Dairy Plant Fieldman, Dairy Record, Ice Cream Field, Ice Cream Review, Ice Cream Trade Journal, Milk Dealer, Milk Products Journal, Southern Dairy Products Journal, Western Dairy Foods Review* and *Western Milk & Ice Cream News*. B&w spreads are scheduled in *Food Topics* and *Progressive Grocer*.



PERSONALIZED RECORD ALBUMS will amaze, flabbergast and convince everyone of your talent when they see your name as Conductor on the full color cover of this 12" Hi-Fi LP. 30-piece European orchestra plays 12 sophisticated, beautifully arranged melodies. Great business gift, ideal gag for parties. Certain to cause comment the minute it's seen. A product of a brilliant musical mind . . . let everyone think it's yours! Send to friends printed with your name or theirs. $4.98. 6 names, $27.50; 12 for $49.95. Print names wanted. Charge Diners' Club. Shippin' Shorr, 19443 Washburn, Dept. AA, Detroit 21, Michigan.

Ruder Says Role in Commerce Dept. Is to Sell Its Services to Business

WASHINGTON, March 1—William Ruder, chairman of the board of Ruder & Finn, New York, has come into the Department of Commerce to help Secretary Luther Hodges "merchandise" the department's services.

William Ruder

While working in the department, Mr. Ruder is on leave from his company. In the department, he is special assistant to the secretary, in charge of all the department's public relations programs.

Mr. Ruder sees the Commerce Department as a vast servicing organization of immense potential use to the business and scientific community. Based on his business experience, he feels relatively few companies appreciate the service that can be obtained from the department.

"The information we are receiving all the time can be used profitably by business men," he says. "We have a communications job. We have to reach the various 'communities of interest' which should be using our services—the international trade businesses; the businesses which could profit from the resources of the industry divisions of the business and defense services administration; the medium-size firms which should be getting more use from census materials, and others."

■ A Ruder & Finn client suggested to Secretary Hodges that Mr. Ruder might be a likely prospect for the Commerce Department public relations assignment. "He called me, and I was impressed. After all, I have not had governors calling me every day."

As public relations chief of the Commerce Department, he will have a role in developing new relationships between the department and business men in such fields as tourism and export trade promotion, as well as domestic commerce.

In these first weeks of the new administration, he said, the department's new chiefs have proceeded on the theory that it is not their job "to put icing on a bad cake, but rather to help bake a good cake, and then to see that it gets the recognition that it deserves."

■ As part of this effort, Secretary Hodges has held three press conferences since taking office, and has identified his department with the administration program at the press conferences and before congressional committees.

Except for five years in the Air Force during World War II, this is Mr. Ruder's first federal job. He has been a member of his local Democratic committee, and of the Harrison, N. Y., school board. His list of activities includes vice-chairmanship of the U.S. Council for the United Nations and membership on the board of directors of the New York chapter of the Public Relations Society of America. #

Fisher Gets Portland Channel 2

Portland, Ore.'s Channel 2 has been awarded to Fisher Broadcasting Co., operator of KOMO-TV, Seattle, by the Federal Communications Commission. The transmitter will be located on Mt. Livingston near Camas, Wash.

Nielsen Opens New Service

A. C. Nielsen Co., Chicago, has established the Nielsen Food Index Service in the Grand Duchy of Luxembourg.

Tubbs Cordage Moves to Allen

Tubbs Cordage Co., San Francisco, manufacturer of marine and industrial cordage, has appointed Allen, de St. Maurice & Spitz, San Francisco, to handle its advertising. Boland Associates, San Francisco, is the former agency on record.

Coronet Candy to Ben Bliss

Coronet Marketing Corp., New York, has appointed Ben B. Bliss Co., New York, to handle advertising and publicity for Candy Coffee Beans. Trade and consumer advertising will be used with emphasis on radio and television.

HE CAN HELP YOU

If you're looking for fast Direct National Distribution

Barney Kingston, Merchandising Director

Don't be fooled by the "outlet map" on your wall! It's one thing to put your product in stores—it's quite another to move it.

If your product or service lends itself to personal selling—whether in a home, office, store, institution, service station, etc.—it will pay you to investigate the booming $9½ billion DIRECT SELLING FIELD. Manufacturers and agency executives often amazed to learn how easy and inexpensive it is to move merchandise through modern direct selling—in ALL counties of the 50 states and in the provinces of Canada.

Let us analyze your product or service without obligation on your part. If your product has potential in our field, we submit 35-year sales-tested plan for consideration; sample plan starts 50 new companies every month . . . many of which now do from $250,000 to more than $12½ million annually.

Send factual data to our Merchandising Director, Barney Kingston, Dept. P-120, Salesman's OPPORTUNITY Magazine, 850 North Dearborn Street, Chicago 10, Ill.

THE S.E.P. SHORT COURSE

J.P.O.

Junior Page. It's either Satchel's son or a 7x10 unit in the Post. Take your choice.

A.P.X.

Ad Page Exposure – the first and only media measure that gauges your own page, tells you how many times readers see it and what kind of readers they are. Important. Interesting. Informative.

Paging all ad men: get the APX facts from The Saturday Evening Post.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1960 49,928

HELP WANTED

SALES PROMOTION

Practical idea man to promote well established, fast growing consumer line. Opportunity to function as division ad manager in large multi plant operation. Product, which is nationally advertised in leading consumer magazine, is sold through distributors, dealers and chains to hardware, drug, radio-TV, appliance, photographic and department stores. Applicant must be able to write selling copy and make good roughs for stuffers, broadsides, point of purchase and other "collateral" material". Age 28-40.

Box 4599, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES PROMOTION AND ADVERTISING MANAGER

Are you young, resourceful, aggressive and stymied in your present position? A real opportunity is available in Toledo with a hard goods manufacturer, selling through distributors and direct to industry on a national basis.

Prefer young man (25-35 years of age) who can demonstrate initiative and proven ability to write and create dignified product literature—handle direct mail program—merchandising—trade shows—publicity releases—and use a camera—with some national advertising and sales promotion experience.

All replies held confidential.
Submit detailed resume with salary requirements to

Box 4613, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPY-CONTACT

Position now open in Mid-West agency for experienced copywriter to service machine tool account. Send resume, including salary range.

Box 4614, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE

Publishers Employment
154 E. Erie St., SU 7-2255, Chicago.

Two exper. Advg. Secy's. $450.00 per mo.
Copywriter Gen'l Agcy exper. 850.00 per mo.
P.R. Writer Trade or Newspaper male or female 583.00 per mo.
Two Beg. copywriters 390.00 per mo.
Employer assumes the fees on the above
BARNARD PERSONNEL Room 910 220 So. State St. WAbash 2-2306

PUBLIC RELATIONS—P.R. Director for small near north adv. agency handling industrial accounts. Writing and contact. Good growth opportunity. $6500 **WH4-4012.**

Free lance copywriter—NYC area.

Broad experience in imaginative copy, industrial and consumer. Responsible. Send resume to

Box 4615, ADVERTISING AGE
630 Third Ave., New York 17, New York

SPACE REPRESENTATIVE

Publisher of recognized engineering publication has a challenging sales assignment for an experienced sales representative in Chicago area. Salary plus commission arrangement.

Box 4617, ADVERTISING AGE
630 Third Ave., New York 17, New York

Creative Direct Mail SALES

We invest in individuals. Our sales school conducted at an out-of-town office is several weeks long. To qualify we want a career minded fellow who can sell ideas . . . and show a sincere interest in this field. Training salary nominal, field commissions are not. Training school starts just after March. To explore this further, send a resume with your letter explaining your career interests and why a firm in this field should consider investing in you.

Box 4616, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES PROMOTION WRITER

Excellent opportunity to join fast moving advertising and sales promotion department. Opening for experienced writer with flare for presentation material. Must have drive and enthusiasm. Will consider male or female. Outstanding benefits. Apply by letter and include photo, resume and salary requirements. All replies will be treated as confidential.

Box 4618, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ASSISTANT PRODUCTION MAN

Must have at least two years agency prod. exp. Send resume, salary wanted.

Box 4634, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING—EDITORIAL

Sales Promotion-Electronics $10,000
Advertising Manager, Industrial ..... Open
Copywriter, Industrial Agency $10,000
Asst. Editor, Young Jour. Grad $5,000
Pharmaceutical Writer $5,400
Sales Manager, Electro-Mech $22,000
Dist. Sales Mgr., Electro-Mech $18,000
Serving Both Employer and Employee

SHAY EMPLOYMENT AGENCY
55 East Washington St., Chicago 2, Ill.

MOLENE PERSONNEL SERVICE

publicity ..... editors
adv. managers ..... copywriters
Artists ... media ... production ... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

Our 50th Year

BRAND ADV. MGR.—food or dairy background essential $10,000
COPY-WRITERS (2)—indus. agcy also general a/c exp. $9-11,000
SALES PROMOTION—excel. future mid-Illinois Co., some travel $6,000
MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

CAN YOU RUN THIS AD AGENCY?

Fast growing, profitable agency with billing over one million—wants inside organizer (with some billing) to share in future with experienced principles.

Box 634, Advertising Age
630 Third Avenue, New York 17, N.Y.

ASSISTANT MERCHANDISING MANAGER

Leading quality producer of bakery and other food products with national distribution has outstanding opportunity for qualified man.

Successful applicant will have a minimum of four years merchandising experience in food or allied industry. Must be thoroughly familiar with point-of-sale merchandising and graphic arts, have strong administrative skills, initiative and drive. Creative ability is essential.

Excellent salary and other company benefits. Chicago based firm. Please send resume including salary information to Robert James, Director of Personnel:

Kitchens of Sara Lee
5353 North Elston Avenue
Chicago 30, Illinois

Food Marketing Manager

One of the largest and most successful consumer magazine publishers in the country is looking for a man to head its Food and Grocery Store Products marketing and sales promotion activities.

The man we want must have an outstanding record of accomplishment in the promotion of Grocery Store Products either with a leading manufacturer, a chain or super-market headquarters, or with an advertising agency actively engaged in these fields. Ideally, he may have a combination of both.

He knows advertising and its importance to the Food Industry. He is a highly creative marketing-sales promotion man who can conceive and carry through a sound promotion program of support to advertisers and advertising agencies. He must be able to maintain the respect and wholehearted cooperation of the advertising sales staff of the publication he represents.

He is thoroughly familiar with all channels of Food distribution. If he is acquainted with top executives in wholesale, supermarket and chain headquarters, with trade associations and with principal advertisers and advertising agencies, it will be a decided plus. He will represent his company in all industry activities and of necessity will travel approximately 20% of the time.

Age preferably over 28. Salary $12,000-$15,000, depending on experience, ability, and proven record of earnings. In addition, there is a bonus plan; company-paid and participating retirement pension plan; insurance and health benefits. A college degree is preferred but not required.

Send resume and all details to:

Box 637, Advertising Age, 630 Third Avenue, New York 17, N. Y.

POSITIONS WANTED

WRITER-DESIGNER (Free Lance)

Building a reputation thru challenging assignments in Editorial Writing and Layout. Tried and proven, with 8 years in the House Organ and Trade Journal fields. Looking for accounts who demand a consistently-unique approach to those intangibles that make a successful page.

Box 4619, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALES

Experience with Chicago publication space sales—proven effectiveness. Background also includes advertising production, catalog preparation and production, trade show promotion and over ten years of civilian and military aviation experience. Midwest location preferred. Available.

Box 4620, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

INDUSTRIAL AD MGR WITH AGENCY EXPERIENCE

11 years as Dept. Mgr. on marketing team of leading mfgr. selling all industries. 4 years as industrial account executive serving nationally-known companies. Creates, controls, integrates adv-sales promotion with marketing plan. Resume ready.

Box 4607, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING-MARKETING EXEC.

13 years in pkg. goods and other cons. prod. Able planner and doer; creative in all phases of market programming; depth in field mdsg., agency operations.

Box 4592, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPY CHIEF OR AD MANAGER

Brilliant record proven by couponed ads. Strong on plans, copy. Industrials, intangibles, foods. 22 yrs. exp. $15,000.

Box 4621, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

GOOD MAN FOR THE JOB

Young man, 24, BJ deg., wants adv. job in layout, copy or research. No experience; hard worker. Knows field. Willing to start at bottom.

C. T. Morrison
311 Eldridge Ave., Rock Hill, Mo.

DON HARRIS NEEDS:

. . . again this week only men in his extensive fast-growing files. In this buyer's market, with employers rich in applicants, it is often too late when a job comes in to advertise it, then by correspondence get what Don needs from a new applicant and submit him before somebody else is too far out front. The biggest need in this market is for exceptionally qualified men, whatever their experience, able to wait for the right job. Urgent advice: be realistic in giving Don a salary range. He takes you at your word, may have to pass you for a job you'd want.

DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson Blvd., Chicago WA 2-9400

DIRECTOR OF RADIO & TV

12 years with major agency, billing over 20 million in broadcasting. Supervision of complete broadcast spectrum. Top level network, client, program, producer contacts. Box 641, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

CREATIVE MARKETING, MERCHANDISING, SALES PROMOTION

The position I want is not on a spec sheet. Imagination is required to visualize how these exceptional talents can increase the sale of your products.

20 years solid experience CREATING marketing ideas for some of the best known brands in America. My campaigns are famous . . . you've seen them in supers thruout the country.

Dynamic selling personality, strong administrator, proven background in shelf-movement of grocery store products. Outstanding new product development and exploitation.

Medium 5 figures, growth potential, intellectual challenge. Metro N.Y. preferred.

Write to Box 635, Advertising Age
630 Third Ave., New York 17, N.Y.

POSITIONS WANTED

TOP TV-RADIO PRODUCER

Exp. film, VTR on wide variety products from autos to detergents. Also heavy background in writing. Under $20,000. Write for complete resume.

Box 4622, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Able to Recognize Creative Potential?

A-1 Gal, 10 years Advtg-Bdcstg experience. Ready to assist Adv. Dir. or Copy Chief.

Box 4623, ADVERTISING AGE
630 Third Ave., New York 17, New York

TV ART DIR.—PRODUCER

7 yrs. top N.Y. agency. Natl. advertisers.

Box 4624, ADVERTISING AGE
630 Third Ave., New York 17, New York

Gentleman seeks creative administrative post Manhattan, London or Edinburgh. 14 years New York publishing, printing; advertising, tv film & tape production, writing.

Box 4625, ADVERTISING AGE
630 Third Ave., New York 17, New York

"COPY CUB" WANTS IN

Ivy Grad, Eng. Presently Co. House Organ Ed. Seeks Agy. copy opp. Free to travel. "I've got the splints, need the break."

Box 4626, ADVERTISING AGE
630 Third Ave., New York 17, New York

ACCOUNT EXECUTIVE OR ADVERTISING MANAGER

Am now copywriter and Acct. Exec. Past experience strongly industrial includes lots of copy, sales promotion, graphics, service; from both sides of the desk. Seek lasting job with growth potential. Long on ideas, hard worker, conscientious, congenial. Age 30. Married. Prefer Midwest.

Box 4633, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

New electronic publication seeks space representatives in all sections of country. If you know this field and can handle a potentially hot magazine, write

Box 4627, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES AVAILABLE

Experienced Publisher's Rep. Chicago area. Available to represent additional pubs.

Box 4593, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

OVERSEAS NEWSPAPERS AND PERIODICALS
ANNUAL $7.50 (+$3.00 Airpost)

464 pages of articles on foreign markets data on 3,000 newspapers and periodicals published in 137 countries.

Order today from:
PUBLISHING & DISTRIBUTING CO. LTD.,
Mitre House, 177 Regent Street,
London W.1, England

WANTED RIGHT NOW . . .

Advertising man who likes to produce creative work — direct mail letters, circulars, and brochures that sizzle with salesmanship-advertisements, displays, sales films, etc., that set up sales. You must be an idea man and a doer. Young enough to learn from criticism—mature enough to channel your talents to fit our success pattern. You must know enough about advertising production to work efficiently with artists, production and agency people at times, or handle all details and follow through yourself at other times. You'll work with other creative people keyed to a "deadline every day" pace, at the loop office of one of the largest and fastest growing industrial publishing firms in America. Future possibilities are bright, indeed. Starting salary in the $8-9000 range.

Write to Box 638, Advertising Age
200 East Illinois St., Chicago 11, Ill.

SUCCESSFUL NEW ENGLAND

Advertising Agency is interested in merger or acquisition of established agency in the New England area

Box 633, Advertising Age
630 Third Avenue
New York 17, N.Y.

BUSINESS OPPORTUNITIES

WEEKLY NEWSPAPER FOR SALE

Suburban N.J., Adjacent N.Y. City. Ideal for man with advertising experience. Nets $15,000 year. No plant. $15,000 down, terms. Fast growing area, unlimited potential. Age, ill health compel sale after 21 years' ownership.

Box 4628, ADVERTISING AGE
630 Third Ave., New York 17, New York

SPECIALIZED NEWS AGENCY

Well known specialized N.Y. news agency, ideal for news man wanting own business. Net income at least $15G to owner-manager. Great potential; full investigation invited. Price $10G down, $20G payout.

Box 4629, ADVERTISING AGE
630 Third Ave., New York 17, New York

How you can make more money—now! "100 Ways to Build Mail Order Business" by AA columnist Whitt Schultz. $1, ppd. How, Box 2-D, Kenilworth, Ill.

Small Advertising Agency for sale in rural area 100 miles from New York City. Little take-over billing but large & complete art, cut & mat library; efficient office & filing systems; all office equipment. Could be easily transplanted to any locale. Write

Box 4630, ADVERTISING AGE
630 Third Ave., New York 17, New York

SALES PROMOTION COMPANY

well financed, billing in excess of $1,000,000, seeks merger or purchase of art studio or allied organization. Possibility of integrating services with large manufacturer to save production costs would be considered.

Box 4631, ADVERTISING AGE
630 Third Ave., New York 17, New York

MISCELLANEOUS

FAB PAD OFF MAD AVE—AVAILABLE! Minuscule Manhattan pied-a-terre off Mad. Ave. in fifties. One room & bath. Some furn. Elev. Refrig. Hotplate. $55.00 monthly on lease. See Mar. 10th, 11th.

Box 4632, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

In preparation for a book on ADVERTISING STRATEGY IN WESTERN EUROPE

I would appreciate information from media, trade associations, etc. All contributions and comments welcomed. **Albert Stridsberg, Box 5112, Amsterdam-Zuid, Netherlands.**

COPYWRITING
CONSUMER AND INDUSTRIAL
Prompt...professional. We do a full-time job for a part-time fee!
HOLDEN ADV.
AVenue 2-3367 (Chi.)

WANTED—PRODUCTION MANAGER

Excellent opp't for exp. man. Must know how and where to buy type, engravings, printing, etc. Full responsibility for efficiently and economically producing adv. from finished art. Must have at least 5 yrs. exp. in all phases of mechanical prod. Good income, real future for right person. Our employees know of this ad. Send resume in confidence, giving complete bkgd, present salary, etc.

Box 640, Advertising Age
200 East Illinois St., Chicago 11, Ill.

SALESMEN WITH IMAGINATION

to represent in the New York area, a well established highly regarded midwest producer of signs and displays. Customers (many nationally known) receive complete service, from idea conception to finished product. Assignment calls for persuasiveness, persistence and resourcefulness. Compensation based on draw vs comm. Our salesmen are accustomed to earning $8,000-$12,000 year. **Box AA 452, 125 W. 41st St., N. Y.**

A quiet message for a Chicago agency

If you have an opening for a talented writer with limited experience, I have much to offer. Here are some things which would make me valuable to your agency:

- Ability to produce good ideas and sound, imaginative copy
- Background in both consumer and industrial selling
- Good sense of graphic design
- Account service experience
- Good appearance and ability to present ideas to others
- Understanding of products in relationship to their markets
- Good formal education

I'm now a copy supervisor in a large Chicago mail order firm. Age 29, married, 2 children, home owner. I'm less concerned about starting salary than long-range opportunity. If I seem interesting to you, please write Box 636, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

Foldings, Mergers of British Dailies Bring on Second Royal Investigation

Prime Minister Asks for Royal Commission to Look Into Plight of 'Giants'

By Mark Random

LONDON, March 1—Foldings and mergers of British dailies that apparently could not survive in spite of their "astronomical" circulations have moved the Prime Minister to ask the Queen to set up a second royal commission on the press.

It will look into the plight of the monolithic dailies that seem to have feet of clay. Anemic ad revenue—minute by U.S. standards—appears to be one cause of the British newspapers' persistent illness.

Prime Minister Macmillan has given an assurance in Parliament that he will consider asking the commission to bring in an interim report dealing with the mergers that have alarmed the public.

■ The commission will examine economic and financial factors affecting newspapers and magazines. Advertising and other revenue, including any revenue derived from television, are among the factors to be studied. Others are efficiency and costs of production and distribution.

The commission will report on whether these factors tend to diminish the diversity of ownership or the number or variety of publications.

This will be the second royal commission on the press in Britain. The first, set up in 1947, reported that at that time there appeared to be no danger of a press monopoly.

■ There have been constant demands by the Laborite opposition in Parliament in recent months for an inquiry into the newspaper and magazine industries. These demands have been brought to a head by large-scale mergers within the industry and by the folding of newspapers which apparently could not survive even with mammoth circulations.

The British read more newspapers per person than any nation in the world. For every 1,000 people, British newspapers have a paid circulation of 573, compared with the 328 of U.S. papers.

Yet at the same time Britons have fewer newspapers, radio and tv stations than almost any other citizens in the western world. They are buying more and more copies of fewer and fewer newspapers. This is the nub of the issue which is causing so much public and parliamentary comment.

■ In recent years Britons have seen more and more papers go to the wall. They have also seen mergers of press interests which have produced fewer and fewer but bigger and bigger publishing empires. After each merger a few of the less economical publications have been sloughed off.

Demands for an inquiry into the press reached fever pitch last fall when the News Chronicle Ltd. sold out to Associated Newspapers Ltd. The net result was that the *News Chronicle*, a national daily newspaper with a circulation of more than 1,200,000, was merged with the *Daily Mail*, and its sister paper, the *London Star*, with a circulation of 744,000, was merged with the *Mail's* sister paper, the *London Evening News*.

The fact that these two Liberal newspapers were folded and their titles merged with Conservative organs roused the Laborites to fury. And the foldings shook Fleet Street, London's newspaper row, to its foundations.

■ The *Sunday Graphic* and the *Sunday Empire News* also folded about the same time. These two papers, which had both been losing money, were part of the big Kemsley chain bought in 1959 by Canadian-born Roy Thomson.

Demands for a press inquiry increased again four weeks ago when Mr. Thomson announced plans for a merger of his British newspaper interests with Odhams Press, publisher of the Laborite *Daily Herald*; the Sunday newspaper, *The People*, and a vast range of magazines (AA, Feb. 13).

Britain now has 10 national morning papers and 105 local provincial dailies. Newspapers like the *Daily Mirror* and *Daily Express* have circulations exceeding 4,000,000.

Only 11 dailies in the U.S. have daily circulations exceeding 500,000. Again, the U.S. has more than 950 dailies selling fewer than 13,000 copies, most of which nevertheless prosper.

■ The answer lies in advertising. The *New York Times* carried the equivalent of more than 25,000 pages of advertising in a year for an advertising revenue of over $100,000,000. British newspapers do not normally divulge how much advertising they carry or what their advertising revenue is, but it is nothing like this level.

One clue is a report by the *Daily Express* a few years ago, which showed that Beaverbrook Newspapers Ltd., publisher of the *Daily Express*, *Sunday Express*, and *London Evening Standard*, obtained $33,155,511 in advertising revenue in one year—which makes the share of any one of those three papers tiny in comparison with American newspapers with less circulation.

The Beaverbrook group received an additional $44,047,351 revenue from sales and total revenue was $79,374,388. But expenses whittled away at this, and the group made a profit of only $2,998,800 before taxes. Yet on the London Stock Exchange, Beaverbrook Newspapers Ltd. is counted a blue chip among its kind.

■ British newspapers have recently upped their single copy price to 3 pence (3½¢) but this is still far below the level of other countries: Canada 10¢; Germany 7¢; France 4¢; and Australia and South Africa 3½¢.

British publishers are afraid to hike sales prices too high, because a further increase may drive away readers. Reduced circulation would weaken their bid for the advertisers' money.

For advertising, while buoyant, is still going mostly to the mass circulation publications. The "Statistical Review of Press Advertising" reported last year that despite the 1959 strike in the printing industry, the press set up a new record for advertising.

According to its sample of more than 1,500,000 advertisements, the "Review" recorded expenditure of $320,000,000 on press advertising. Noting that it covered only a sample of the total advertising, it added that a true figure of expenditure on all press advertising was probably at least double the amount reported, if not more.

■ Recorded expenditure on press advertising in the last 10 years has more than tripled—from $103,348,000 in 1950—despite the advent of commercial tv late in 1955.

Tv has channeled away some of the money that would have gone to the press. But it also seems to have stimulated advertising expenditure generally, for although plenty of money is going into tv advertising, the newspapers are still recording gains. #

Schirmer Mrs. Crandall Crandall

RIVER BOAT PARTY—*E. A. Schirmer, senior vp, Campbell-Ewald, Detroit, chats with Mr. and Mrs. Charles Crandall, Fitzgerald Advertising Agency, New Orleans, at a cocktail party on the packet boat, the River Queen, which closed the annual meeting of the Southwest council of the Four A's in New Orleans (AA, Feb. 27).*

Wichita Ad Artists Elect

Advertising Artists Assn. of Wichita, organized last fall, has formalized its activities and elected the following as officers for its first fiscal year, beginning January, 1961: Ben Baugh, art director of Lago & Whitehead, president; Charles Dickenson, McCormick-Armstrong Co., vp; Ann Kronenberger, Babcock Art 'n Design, secretary; and Tom Bailey, Boeing Airplane Co., treasurer.

Ludlow Boosts Buckley

Robert W. Buckley, general sales manager of Ludlow Typograph Co., Chicago, has been appointed vp of domestic sales and advertising. Lawrence Helmick, export manager, has been named vp of export sales. Mr. Buckley, prior to joining Ludlow in 1950, was media director of Dancer-Fitzgerald-Sample and radio and tv manager of Benton & Bowles.

Layne Leaves KID-TV Post

C. N. Layne has resigned as manager of KID-TV, Idaho Falls, to become a partner of Sam H. Bennion, Idaho Falls, who holds licenses to construct tv stations in Pocatello and Twin Falls. Mr. Layne will direct the Bennion tv operations, effective March 1.

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

REGISTERED NURSES LIST
FOR DIRECT MAIL RENTAL

160,000 paid subscribers to RN Magazine. A.B.C. audited. Geo-alpha on Speedaumat. No dups. Address direct or on Cheshire. Full list $7.50M; 25-159M $10.50M; under 25M $15.00M. No extra charge for state selection. Special rates for nursing specialty selection. Postal will bring brochure and details promptly. RN Addressing Service, 310 Orchard St., East Rutherford, N. J.

WE COVER OUR OWN OVERHEAD! WHAT IT TAKES TO RUN OUR BUSINESS IS OUR EXPENSE—NOT YOURS!

Association of Publisher's Representatives
70 East 45th St.
New York 17, N.Y.
85 MEMBERS
APR

SOUTHERN AGENCY SEEKS TIE-UP IN NORTH TO WIN MORE BUSINESS FOR BOTH

Good, experienced advertising team, with 15 years of solving special ethnic problems of the South and Southwest, is considering a working agreement, or merger, with a good Northern Agency, because:

OUR ACCOUNTS could benefit from broader copy and production facilities of the North . . .

YOUR ACCOUNTS could benefit from our special aptitude in Southern, Latin-American and Negro advertising and merchandising.

TOGETHER we could do a better job. TOGETHER we could get NEW accounts for both of us.

TO DISCUSS FURTHER, IN COMPLETE CONFIDENCE—
WRITE BOX 642, ADVERTISING AGE,
630 Third Avenue, New York 17, New York

Come to grips with your buying or selling problem!

Your classified ad in Advertising Age gets right down to the basics of good buying or selling strategy. Puts your message into the hands of over 177,000 marketing men and women who have the authority to buy, sell or hire. You get quick action. Costs as little as $5 per ad. Try it!

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____

Street_____

City_____ Z___ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

Standardize Discounts a la AANR Plan, Sinding Urges Inland Dailies

(Continued from Page 3)

only two forms within which any publisher can satisfactorily achieve uniformity and standardization." He urged his audience to use one of the four plans. As a parting shot, Mr. Sinding advised publishers "to keep your flat rates if you are unable to give liberal discounts."

■ Some members of IDPA were not completely in accord with the four discount plans advocated by AANR. The IDPA advertising committee, while recommending the four plans, also recommended the addition of 50-line and 100-line minimum linage figures for three of the plans. The minimum linage under the AANR plans is 300 lines.

Hollis J. Nordyke, publisher of the *Tribune*, Ames, Ia., and chairman of the committee, told Advertising Age that the 50-line and 100-line minimums were favored by the committee because of smaller newspaper members of IDPA.

■ Alan T. Wolcott, president and managing director, Audit Bureau of Circulations, predicted that "predominantly free newspapers" will not be accepted as ABC members "in the foreseeable future."

Mr. Wolcott made this comment following a discussion of "shoppers" published by newspaper members of ABC. He said he felt that "the majority of newspapers and of advertiser and advertising agency members would oppose lowering the paid requirement below 70%."

Turning to ABC's recent decision to audit the unpaid circulation of business publications, Mr. Wolcott pointed out that this does not involve any change in ABC membership requirements.

"Some business publications consider it economically impossible to attain market coverage without some unpaid distribution," he said. "The new optional form will make it possible for a business publication publisher to provide a business analysis of its 'unpaid distribution to the field served' to supplement the analysis provided of paid circulation."

■ The *Chicago Daily News* was awarded the IDPA first place typography award for newspapers with more than 75,000 circulation —the ninth time the *News* has won the prize since entering the competition in 1948.

The four other first place winners in the typography contest were the *Times*, Watertown, Wis. (newspapers printed on flat-bed presses); the *Herald Journal*, Logan, Utah (newspapers under 10,000 circulation printed on rotary presses); *Republican-Times*, Ottawa, Ill. (newspapers of 10,000 to 25,000 circulation); and the *Rockford Register-Republic* (newspapers of 25,000 to 75,000 circulation).

OUR LAST ADVERT PULLED SO WELL THAT WE'RE ADVERTISING AGAIN . . .!

Within 3 days of our ad appearing in the January 9th copy of "Ad Age" we received a number of enquiries from potential clients interested in Europe, and Benelux in particular.

We are already working for British Petroleum, Brylcreem, Liebig Food Products, De Beukelaer Biscuits, Bosch Refrigerators, Bovril, Sterling Drug Co., plus a number of very important *local* Companies.

We are a full-service Agency with very high creative standards, situated in the heart of the Common Market.

Our wide International experience ensures an immediate *understanding* of your problems.

Can we be of service to you?

ADVERTISING INTERNATIONAL s.p.r.l.
32 Boulevard Léopold II, Brussels, Belgium

WICHITA FALLS DAILIES ADOPT C-I-D PLAN

Wichita Falls, Tex., March 1—The continuity - impact - discount march has added *Wichita Falls Times* and *Wichita Falls Record News* to its ranks, effective today.

The papers, published by Times Publishing Co. of Wichita Falls, have adopted a C-I-D plan with discounts ranging from 4% for advertisers running a minimum of 300 lines each week for at least 12 weeks within a 13-week cycle, to 16% for advertisers using a minimum of one page a week for 48 weeks within a 52-week span.

At the same time, the *Daily News* and *Record Times* announced a new bulk rate policy offering discounts ranging from 3% for 5,000 lines to 15% for 200,000 lines run within a contract year. The papers also have increased their general line rates from 27¢ to 30¢ for Sunday or morning and evening combined.

'TIMES-PICAYUNE' CARDS ADD FREQUENCY DISCOUNTS

New Orleans, March 1—The *New Orleans Times-Picayune* and *States & Item* have adopted a new rate card, effective Feb. 27, which offers frequency contract discounts and volume contract rates. Discounts range from 4% for 12 insertions of 300 lines to 20% for 48 pages in a year.

The volume contract rates have been extended to 100,000 lines. There is no increase in the open rate. #

Guild Named Club Senior VP

Walter Guild, president of Guild, Bascom & Bonfigli, has been appointed senior vp of the Advertising Assn. of the West, San Francisco.

MERCURY
NOW YOU GET ALL THESE FAMOUS MERCURY VALUES IN THE POPULAR-PRICE RANGE
WE'VE GOT THE CARS
THE BIG DRIVE IS ON!
WE'LL MAKE THE DEALS
COMET
NOW ONE OF THE LEAST EXPENSIVE COMPACT CARS BECAUSE OF ITS LOW PRICE ... HIGH RESALE VALUE
THE MAN WITH THE WHEEL GIVES THE BEST DEAL

DRIVE—*"The Big Drive," a newspaper and radio campaign for Mercury-Comet, has been launched in New York, New Jersey and Connecticut by the New York District Lincoln-Mercury Dealers Assn. and the Lincoln-Mercury division. Some 200 newspapers and 1,000 spots per week will be used.*

Creative Efforts Stifled by Formal Marketing: Delano

San Francisco, Feb. 28—Many advertising campaigns show a "fundamental lack of perception in the management of creativity in marketing," Lester A. Delano, vp of North Advertising, Chicago, said here last week.

Mr. Delano addressed a luncheon meeting of the Northern California chapter of the American Marketing Assn.

■ "There is a frantic drive in marketing, as elsewhere, to do everything in the same way. By excess organizing we have squeezed out true originality," he said.

The traditional methods of marketing, Mr. Delano asserted, "often contain the essence of wrongness." He urged that every department of an agency or every functioning member of a marketing company "be permitted to exercise creativity and to contribute to the development of marketing and advertising programs that are original." #

Fuller to Promote German Wallpaper in Magazines, Dailies

San Francisco, March 1—Part of the $600,000 advertising budget of W. P. Fuller & Co. will be spent this year on promoting a new wallpaper produced in Marburg, West Germany, and exclusively distributed in the U. S. by Fuller.

The new line of heavy-duty, vinyl-coated wall coverings will reach consumers through Fuller's own stores and many of its dealers in 11 western states and through newly appointed distributors in Denver, Chicago, New York and Boston.

Palmer Field, director of advertising and sales promotion of Fuller, said the new wallpaper promotion will be worked into the company's general advertising as extensively as possible.

Much of this, he said, will involve insertions in consumer magazines such as *Sunset Magazine* and western editions of *Life*, *The Saturday Evening Post* and possibly others.

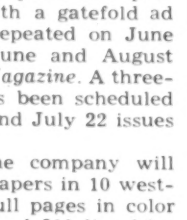
■ The company's paint-line promotion begins with a gatefold ad May 5 in *Life*, repeated on June 30, and in the June and August issues of *Sunset Magazine*. A three-page paint ad has been scheduled for the June 10 and July 22 issues of *SEP*.

In addition, the company will also use 54 newspapers in 10 western states with full pages in color as well as 1,000 and 800-line b&w ads.

Fuller's advertising is split between Fletcher Richards, Calkins & Holden (glass); Young & Rubicam (paint); and Lund-Heitman-Smith, Honolulu. #

BBDO Appoints Russell VP in Charge of Media

Batten, Barton, Durstine & Osborn, San Francisco, has appointed Charles Russell vp in charge of media, following the merger of its print and broadcast departments. Mr. Russell was formerly in charge of radio-tv.



Charles Russell

Account responsibilities will be split on all media between Lloyd Prosser, media director, and Betty Share, associate media director. Media supervisors will be Lew Jones, Duncan Galbreath and Porter Harder.

Standard Oil Uses Travelogs for TV Commercials

Standard Oil Co. (Kentucky), Louisville, is trying a new approach in television advertising with the presentation of one-minute travelogs, showing points of scenic beauty and historic interest in the states of Alabama, Florida, Georgia, Kentucky and Mississippi, territories in which the company markets. The travelogs will run three times a week in the 31 tv markets in the territory in 1961. Burton E. Wyatt & Co., Atlanta, is the agency.

W. C. Smith, president, said the company selected the travelogs to get its message over on tv because: (1) they would interest rather than bore the viewer; (2) they boosted the South and therefore would build good public relations; and (3) they aim to create desire for more motor travel.

'Holiday' Names Daly

Clark V. Daly, formerly with *McCall's*, has been appointed an advertising sales representative of *Holiday*, New York.

THE S.E.P. SHORT COURSE

P.M.

President's Memo, written after hours, concerning Push Money, Profit Margins, Political Machinations, the British head of government, or some other rather Ponderous Matter.

A.P.X.

Ad Page Exposure—the first and only media measure that counts reader contacts with your ad page — not just the magazine issue, but your own blessed, brain-busting advertising page.

P. S. Get all the facts on APX from The Saturday Evening Post.

Big Hard Core

One of our competitors told us recently:

"Your readers with youngsters in their families are the most loyal hard core of any newspaper's circulation in New York.

"Your Mirror Youth Program holds them so tight that we just can't break them away!"

With 119,388 boys and girls participating in it in 1959, watched by 1,279,042 spectators, that's a pretty big hard core — the cream of the mass market.

Make The Mirror a MUST!

Westrate Tells How to Revive Aging Products: Remodel, Sell as if New

Former SweetHeart Soap Account Exec Tells ADS How He Did It for Purex

CHICAGO, March 1—To revitalize a drab and sterile product that has been successful for many years but has lost its appeal, remodel it and treat it as if it were entirely new.

Kent Westrate

That's the advice given by Kent Westrate, an account executive with Tatham - Laird, at a meeting of the Chicago alumni chapter of Alpha Delta Sigma last night. He drew heavily upon his experience as SweetHeart soap account executive with Edward H. Weiss & Co.

Before the "rejuvenating" decision is made, however, the entire product-market situation must be subjected to a searching analysis, Mr. Westrate pointed out in his speech.

The marketer confronted with the "gray product" problem must first (1) evaluate the potential of the market, its direction and trends; (2) decide whether the product is basically attractive to consumers; and (3) determine his ability to market it, Mr. Westrate said.

■ After these questions have been answered, the marketer has three choices: (1) drop the product if it's hopeless or if it would cost too much to make it successful again; (2) leave it as it is and "milk" it as long as possible, if there's still life in it; and (3) remodel it, adding all possible new features and attractions.

It was this "remodeling" decision and process that Mr. Westrate explored and outlined to his audience of 26 admen.

He reinforced his theoretical introduction with the case history of SweetHeart soap, detailing how Purex Corp. rejuvenated the fading product after absorption of its manufacturer, Manhattan Soap Co. (AA, May 21, '56).

SweetHeart, Mr. Westrate said, was an old brand that had long been sliding downhill. The company "wheeled and dealed," even when it was not necessary, with the result that 96% of SweetHeart sales were due to "deals." Profits inevitably were low.

■ When Edward H. Weiss & Co. took over the account shortly after the client consolidation, and Mr. Westrate became account executive, the manufacturer was urged to stop the cut-price deals—even though the move might disrupt the sales force so used to them. Discard the drab paper wrapper and substitute foil, the agency suggested, also, in order to upgrade the soap and make it sell on its own merits instead of price cuts.

Purex and Weiss proceeded to promote SweetHeart as a high quality soap, at full price, with a new advertising approach and promotions—such as contests, coupons and self-liquidating premiums—that did not affect the price.

Ad strategy, which was based on depth research findings that women wash to effect a change of pace between humdrum work and pleasant rest, retained and further capitalized on SweetHeart's image as a women's soap. Advertising, romantic in tone and "pure fantasy," was intended to transport the housewife vicariously out of her workaday world into a state of pleasant relaxation.

■ Its irrational approach made admen laugh, but women bought the soap, Mr. Westrate said. "They knew they would not become Hollywood stars even if they used another brand," he said.

To compete effectively with giants in the field, the $1,500,000-spending brand sacrificed frequency in favor of big colorful splashes.

The client told the agency it was on "the right track" and gave it the green light. A companion pink bar was introduced. As a result of all these moves, profit was up 1% in spite of a slight drop in volume, "because the soap was not being given away," Mr. Westrate said.

After one year of improving performance, Mr. Westrate said, the company decided to "capitalize on the enhanced image by offering an immediate incentive to buy." A "deal"—a 1¢ sale—was tried again, as Mr. Westrate put it, to "hit the same audience with both stories."

■ ADVERTISING AGE reported in its Dec. 8, '58, issue, however, that Purex switched SweetHeart from a cut-price soap to a luxury product—and switched back when SweetHeart couldn't make the grade.

According to Mr. Westrate, the brand's share was about the same the first year but rose from about 5% to 6% during the second year. He pointed out that this meant an increase in sales of "half a million cases" and made the client happy.

Current brand share of SweetHeart, in its non-deodorant category, is reportedly 8.6%. When other kinds are included, it is said to have about 4% of the total.

Mr. Westrate said that when the company restored the price deals, they were limited to short-term offers, whereas the previous management had sold as much soap as the retailers wanted on the special offer basis.

■ Speaking generally, Mr. Westrate suggested that the "remodeling" marketer should develop a "sample" product. After exploration of all possible alternatives it should be put into physical shape.

At this point it should not be shown to the company's salesmen, because "they'll give hundreds of reasons why they couldn't sell it to the trade," he warned. If a product is good, consumers will demand it from retailers, he added, citing Lestoil as an example.

The remodeled household product also should not be shown to the company president's wife, Mr. Westrate said, because "she can destroy it in a minute."

Instead, the reborn product should be shown to housewives—lots of them—in the expected market. Mr. Westrate suggested that the marketer get detailed opinions from a "couple hundred" homes on all aspects of the product, including all objections.

■ The trade should be checked only in cases where the planned change would affect shelf location, size, price increase, warehousing and similar trade problems.

A new package, however, should be tested in various kinds of stores. Mr. Westrate suggested using the services of store audit companies, keeping the identity of stores in the test secret from the client's executives, because its branch or regional managers may not be able to withstand the temptation to make a special effort and thus distort the picture.

Until the product question has been answered to full satisfaction, there should be no consideration of specific advertising plans.

Then a cohesive plan must be developed, with the advice of experts, if necessary, Mr. Westrate said.

If the product is to have national distribution, plans must also be made in nationwide dimensions and then scaled down for local tests. Then the product should be thrown into the local markets, but with all the equivalent national trappings, he said.

■ Tests in stores for several months—to find out the magnitude of the market and the product's share of it—were also recommended by Mr. Westrate.

"Measure what's happening in the test markets—are you stealing somebody else's market or are you increasing the market itself? How high is the ceiling? How much can you get?" are questions that should be answered, he said.

After successful completion of local tests, the reborn product is ready to be launched nationally. In many cases the best way, Mr. Westrate said, is expanding market by adjoining market, then region by region.

He strongly urged continued use of research devices measuring the movement of the product to consumer. Consumer measurement devices are expensive, he said, but worth the money.

These devices afford a chance to counterattack before competition is firmly entrenched in newly won positions, Mr. Westrate said, citing an actual example:

■ "Betty Crocker was the leader in cake mixes; Pillsbury a strong second. Procter & Gamble, with its Duncan Hines line, stole enough of the market, especially from General Mills, to cause thunderous explosions behind General Mills' doors. The company required massive effort to recapture first place," Mr. Westrate said.

He urged marketers to reevaluate their programs from scratch periodically and adapt themselves to changes in the market.

"That's how I would remodel an old product—following the tried and proven steps of handling a new product," Mr. Westrate said. #

MUSH—*Stuart Nicholson, account executive on the Pacific Northern Airlines account for Botsford, Constantine & Gardner, Seattle, takes his first turn at driving a dog sled team in Anchorage. Mr. Nicholson brought two other agency members—Robert Willey (shown as a passenger) and Darryl Ware—to gather winter recreation promotional ideas for his client.*

Marketing 'Art' Will Break Up Log Jam: Peterson

(Continued from Page 3)

its promotions in the times of the year when they will do the most good. "You have to establish a good timetable to evaluate the total number of consumer dollars available, and when they will be available," he said. #

GE PLAN SET TO DETER ANTI-TRUST VIOLATIONS

CHICAGO, March 2—General Electric is taking steps to prevent any recurrence of the price fixing practices which got the company into legal hot water last month along with 28 other electrical companies, Ralph J. Cordiner, chairman of the company, told the ninth annual management conference sponsored by the University of Chicago graduate school of business last night.

He told the group that the top executives of the company, including himself, had no knowledge or responsibility in the anti-trust violations. He ascribed this to the fact that the company's decentralized organization has more than 100 department managers who set prices and completely operate their units. He said top executives would have no knowledge of what is going on at lower levels.

■ Mr. Cordiner said the company will set up an inspection program aimed at discouraging future attempts to violate federal price fixing laws. He said GE will employ a more "penetrating legal review of operations, new auditing techniques to identify possible clues and more searching questions at executive meetings."

Company lawyers will intensify the teaching of anti-trust law to all employes, thus stimulating further management discussions, he added.

■ In stressing the fact that top GE executives could have no way of knowing of the violations, he pointed out that "it took 18 months of Federal Bureau of Investigation activities, government access to competitive information and more than 500 witnesses appearing before four separate grand juries to uncover the facts." #

Seattle-1st National Wins Seattle Adclub Sweepstakes Award

SEATTLE, March 3—Seattle-First National Bank won the Roy S. Marshall sweepstake award at the 14th annual awards banquet of the Advertising & Sales Club of Seattle tonight. McCann-Erickson is the bank's agency.

Bostford, Constantine & Gardner clients took four of the nine Golden Addys, the second highest awards.

The selection of Seattle-First National for the Marshall award broke the domination of beer advertising; in each of the last five years the top award has gone either to Olympic or Rainier beer. The Seattle-First National campaign was in the category of budgets up to $200,000.

In the Marshall competition for campaigns using three or more media, gold ribbons were presented to the following:

Seattle Packing Co. (Miller, Mackay, Hoeck & Hartung), the winner for budgets up to $50,000; Washington Dairy Products (Grant Advertising), budgets up to $100,000; Olympic Brewing Co. (Botsford, Constantine & Gardner) budgets over $200,000.

■ Following were Golden Addy winners: Newspapers: Olympia Brewing Co. (BC&G); Magazines: Red Cedar Shingle Bureau (BC&G); Tv: Olympia Brewing (BC&G); Radio: Pommerelle Wine Co. (Cappy Ricks & Associates); Point-of-sale: Olympia Brewing (BC&G); Direct mail: Washington Steel Products (McCarty Co.); Outdoor: Cowman-Campbell Paint Co. (Wenzler Adv.); Transit: Century 21 (Kraft, Smith & Ehrig); Commercial movies: United Good Neighbors (no agency).

Following are gold ribbon winners:

Newspapers: Retail (other than department store): b&w Pay 'n Save Drugs Inc., (Cappy Ricks); one color and black: Fahey-Brockman (Cole & Weber). General advertising, r.o.p. or letter press tabloid, b&w: Olympia Brewing (BC&G); one color and black: Seattle-First National (McCann); three color and black: Olympia Brewing (BC&G); roto color: Ivar Haglund (Jim Faber).

Magazines: Consumer, b&w: Olympia Brewing (BC&G); four color: Red Cedar Shingle Bureau (BC&G). Trade advertisement, b&w: Northwestern Mutual Insurance Co. (Miller, Mackay); four color: KING-TV (Miller, Mackay).

Television: Filmed or taped commercials, any length, produced in the State of Washington: McGavin's Bakery, Vancouver, B. C. (McKim Advertising), entered by Forde Motion Picture Productions; filmed or taped commercials, any length, produced outside the State of Washington: Olympia Brewing (BC&G).

Radio: Commercial announcements produced in State: National Bank of Commerce (Cole & Weber); non-syndicated programs, produced outside the State for local advertisers: Pommerelle Wine Co. (Cappy Ricks); local commercial programs, five minutes or more, locally produced: Erv Parent Co. (Wenzler Advertising).

Point-of-sale: Packages and labels: Weyerhaeuser Co. (R. T. Matthiesen); pole toppers, end island units, including cardboard or corrugated construction, with or without animation: Olympia Brewing (BC&G); banners, soft sheets, counter streamers and overwire broadsides: Brown & Haley (Robert L. Rogers Co.); more solid construction types including counter units of wire, wood, etc.: Simpson Timber Co. (Lennen & Newell); lighted signs: Olympia Brewing (BC&G).

Direct mail advertising: Letter and/or letters, sales or specific action: Western Hotels (Cole & Weber); brochures, folders, mailing cards, etc., institutional or service: Century 21 (Kraft, Smith); sales or specific action: Washington Steel Products (McCarty Co.).

Outdoor: Posters, local, 24-sheet or larger, by any printing process—basic campaign to be in one state only: Seattle City Light (Miller, Mackay); posters, regional, 24-sheet or larger by any printing process—basic campaign to include two states or more: Olympia Brewing (BC&G); painted bulletins with embellishments: Cowman-Campbell Paint Co. (Wenzler Advertising).

Transit: King size bus cards: Century 21 (Kraft, Smith).

Commercial Movies: Motion pictures of $5,000 or under exclusive of prints other than answer print: United Good Neighbors (no agency). #

NBC Color Battle Seen Rewarded in Kodak Buy

(Continued from Page 3)

and Kellogg Co. Wednesdays at 8:30 p.m. "Calvin & the Colonel," an animal adventure cartoon featuring the voices of Freeman Gosden and Charles Correll of "Amos 'n Andy" fame, will be presented by Lever Bros. and Whitehall Pharmacal Co. Tuesdays at 8:30.

Fridays at 8, Ralston-Purina will co-sponsor "The Chimps"—real ones, not animated. Other good news for ABC came from Aluminum Co. of America, which ordered an extra time on Tuesday nights in the fall. Alcoa's shows, some of which will be 30 minutes, as currently, and some of which will be an hour, will be revue productions scheduled at 10 p.m. Set for this same night on ABC is "Bachelor Father" (American Tobacco and American Home Products) which is moving over from NBC.

CBS & General Foods

A good deal of the fall juggling at CBS has revolved around the fall plans of one of the network's best customers, General Foods. Besides the three Monday night returnees, Danny Thomas, Andy Griffith and "Hennesey," this food company has ordered Wednesdays at 9:30 for a new Gertrude Berg vehicle, thereby making the "I've Got a Secret" sponsors unhappy. But they have agreed to take a Monday time period for the panel telecast. GF also will co-sponsor the new hour version of "Gunsmoke" on Saturday nights.

Among other new shows on this network that have already picked up some sponsor support are the new Dick Van Dyke situation comedy (P&G), the "Robert Young Show" (Scott Paper as alternate) and the Robert Cummings telecast (Brown & Williamson is a likely candidate).

Added to the casualty list were "My Sister Eileen" (Colgate) and the "Jackie Gleason Show" (Liggett & Myers). Replacements have not been announced. #

Potter Disney McGhee Sarnoff Scott

COLOR BOOSTERS—*Details of the co-sponsorship of "Walt Disney's Wonderful World of Color" were worked out by NBC's Robert W. Sarnoff and Walter D. Scott and Eastman's W. B. Potter and James E. McGhee and Roy Disney. Eastman switched to the new NBC show to take advantage of color.*

RCA Welcomes Zenith to Color; Others Hesitant

(Continued from Page 3)

the network color programming, was also happy with the Zenith decision, and plans even more color shows next fall.

■ News of Zenith's entry into the color market was met with much less enthusiasm, however, at ABC and CBS. CBS said that it did not expect Zenith's announcement to affect its plans. The network said it does not expect to add appreciably to its sparse color schedule next fall. ABC reported it will not begin colorcasting until there are a "sufficient number" of tint sets in homes.

■ On the other side of this chicken-and-egg routine, Admiral Corp., which markets color tv sets, said it welcomed Zenith's added weight to the color tv push, but said the networks should do more programming to attract more buyers.

On the other hand, Motorola indicated the breakthrough will have to come in technology before color tv becomes a mass market. "We still think that color has a long way to go before it becomes a demand item," the company said.

NBC's color tv programming last year amounted to almost 1,200 hours, compared with a little more than 700 hours the year before. The last quarter of 1960 saw the network colorcasting an average of 32 hours a week.

In the NBC hopper for next season are a group of post-1950 20th Century Fox films, mostly in color, slated for Saturday night viewing, plus "Walt Disney's Wonderful World of Color." This is in addition to the network's regular schedule of color shows.

■ At the station level, 367 of the country's 520 outlets are equipped to rebroadcast network color shows. Of this number, 104 are equipped to originate color programming in some form.

Other manufacturers making color receivers, besides RCA and Admiral, include Emerson Radio & Phonograph Corp., Magnavox Corp., Olympic Radio & Television Co. and Packard-Bell Electronics.

By 1960, color tv set production had become a $100,000,000 annual business, and RCA expects 1961 to be color's best year so far, with sales hitting more than 200,000 units. After a pioneering investment of about $130,000,000 to develop color, RCA said in 1959 it was making a profit on color sets. Last year, it was said to reach a seven-figure level.

This is how other tv set makers reacted to the Zenith move:

• Westinghouse Electric Corp., which had been in color tv production but pulled out about four years ago because it was unprofitable, has now adopted a "wait and see" attitude. The company feels that until there is a narrower price gap between color and b&w sets, there won't be much of a market for color. When it appears that dealers need a color set to strengthen their line, Westinghouse added, the company will supply it.

• At General Electric Co., S. Martin Fassler, marketing manager of the tv receiver department, said the company has no immediate plans for color tv production.

• Magnavox Corp., which reported its color tv sales as "satisfactory," said the Zenith move "indicates the color market is becoming more important." Robert K. Daniel, assistant advertising manager, said it is too early to predict what Magnavox will do in the way of color tv promotion next fall, when Zenith is expected to enter the market.

• Sylvania, which was in the color market some years ago but got out about 1956, is considering reentering the field "some time in the indefinite future."

Sylvania said Zenith's entry into color tv will have a positive effect on retail sales. Increased interest in tint tv has been noted at distributor and retail levels in recent months.

• Philco Corp. wouldn't commit itself on plans, if any, for getting into color production. A company official termed the Zenith move merely a marketing decision, and not a technical breakthrough or a contribution to color development. #

Extend Control of Outdoor Ads, Kennedy Urges

(Continued from Page 10)

national products and is dominated by a handful of large advertisers to whom the interstate system has provided a great windfall."

■ Under the 1958 law, the 0.5% bonus is available to states which zone advertising signs from a strip 660′ wide along the edge of the highway right of way. Under the federal rules, small signs advertising establishments along the highway and services important to the public may be erected at controlled sites near interchanges.

Meanwhile, the outdoor industry also discovered this week that it cannot count on any help from Luther Hodges, the new Secretary of Commerce.

Pending at the Commerce Department when the new administration took over was a proposal modifying the federal billboard rules so that standard-size billboards could be used along the highways, instead of the sub standard sizes allowed under existing rules.

■ At his press conference Tuesday the Secretary was asked if he had reached any decision on the proposal. He replied: "I did. About the easiest way in the world to make a decision is by doing nothing about it. I understand it has already been established and unless I change it, then it stays as it was."

A reporter noted that President Kennedy's highway message "used some fairly forthright language" about billboards. He wanted to know whether the secretary shared the President's view. Secretary Hodges declared: "Yes, I do."

N.Y. OUTDOOR COUNCIL TO FIGHT TOWN'S BAN

ALBANY, March 2—Harry L. Goldman, president of the New York State Outdoor Advertising Council, warned that he "certainly" plans to fight the new zoning ordinance which bans outdoor ads in East Greenbush, N. Y.

The restriction, part of a complete new zoning program which goes into effect in a few weeks, prohibits installing new signs and sets a four-year limit for removal of existing ones.

Mr. Goldman, who is president of Ruth Outdoor Advertising Co., Albany, asserted: "The decision of the town board is unsound. It didn't hear both sides of the story." He said the outdoor-ad industry was not given an opportunity to speak when the zoning law was being drafted. #

Food Advertising Returns

An analysis of coupon returns for five food advertisers in four New York papers shows

The Mirror		Three Evening Papers		
Per Cent Total Cost	17.2	16.4	19.1	13.1
Per Cent Total Returns	20.5	9.6	13.2	10.5
Per Cent Total Circ.	21.6	14.5	11.5	9.4
Average Cost per Coupon	$1.41	$2.83	$2.41	$2.06

If you are advertising grocery products in the New York market

Make The Mirror a MUST!

THE S.E.P. SHORT COURSE

C.P.A

Cotton Pickin' Artist. Copywriter's term of endearment for fellow worker. Applied to those who are more proficient at the gin than the drawing board.

A.P.X

Ad Page Exposure – the first and only media measure that tells an artist how many times readers look at his sweated-out, fussed-over, fought-through advertising page. And isn't that the most significant yardstick to anyone in advertising?

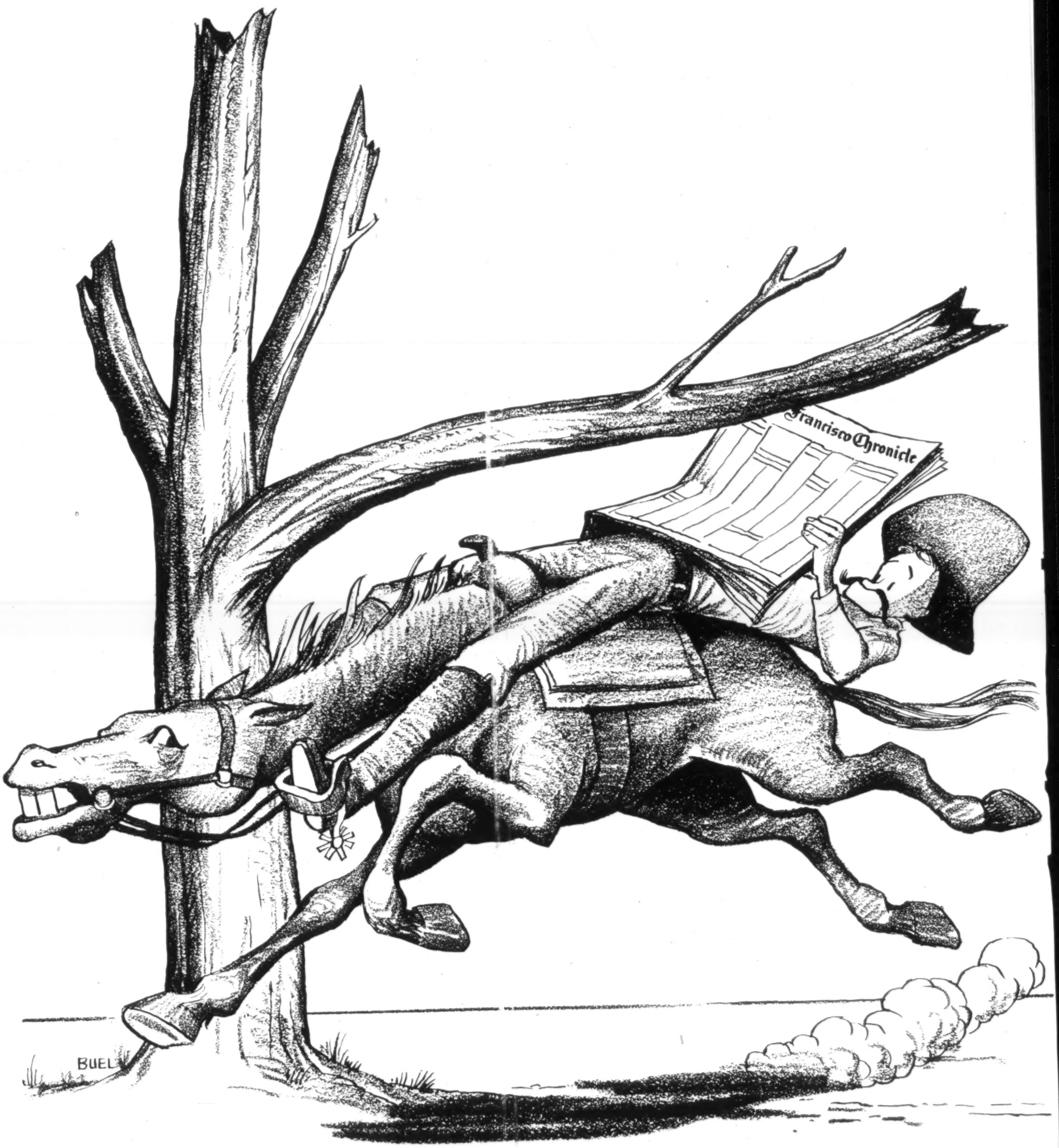
Get the whole picture on APX from The Saturday Evening Post.

LIFE reaches America's biggest quality audience each week. That's why in 1960, retailers, in their own newspaper advertising, tied in with LIFE 3 to 1 over the next leading general magazine.

ADVERTISED IN
LIFE

IT PAYS TO SELL WITH "ADVERTISED IN LIFE"

THE CHRONICLE MEANS THE WEST



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Represented by Sawyer Ferguson Walker